

CHEMIST & DRUGGIST

The newsweekly for pharmacy

February 28, 1987

a Benn publication

PSNC in final
talks on April
pay deal

DHSS under
pressure to
extend drug
testing scheme?

YPG education
report goes
to Council

AAH bid for
Ayrton Saunders

Jackel buy
Púr from LSR

Question time
on eyecare

Britchem
previewed

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Naturally!



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The new 200 ml bottle will be sold exclusively through retail pharmacies and has been designed to brighten your shelves and to empty them quickly!

The Labiton Kola and Vitamin formula is tried and trusted and pleasant to taste. It contains natural extract of Kola Nuts and caffeine to overcome tiredness and listlessness plus Vitamin B₁ to make up deficiency resulting from recent illness or anorexia.

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Laboratories for Applied Biology Limited, 91 Amhurst Park, London N16 5DR

OUTSTANDING PERFORMER

86



Enterosan[®]

REASSURINGLY EFFECTIVE
WHEN TUMMY UPSETS STRIKE

Enterosan is the second fastest growing brand within pharmacy. Source: Nielsen July/August 1986.

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COMMENT



The detailed explanations of pharmaceutical facts can soon fade from memory when the academic world is left behind. To be able to keep information fresh in mind it must be constantly revised, otherwise it is gradually forgotten. Articles constantly appear in the Pharmaceutical Press to help to keep readers up to scratch.

But most pharmacists, if they are honest with themselves, know they don't find as much time as they could to take advantage of the correspondence or other continuing education courses available. The professional bodies have for a long time appreciated the need of further training. The NPA runs practical courses for members and their staff, while the Society, through local branches, concentrates on a more academic approach. The potential value of such courses is highlighted by the direction in which the Nuffield Report is pointing the profession.

To encourage continuing



education the recently formed Young Pharmacists Group, in its education report (p334), suggests a good practice allowance in the form of payments for services or expertise. The allowance could be quantified on the basis of satisfactorily completing the relevant training module, for example, providing domiciliary services, preregistration tutor training, services to residential homes etc. Modules might include other members of the healthcare team, promoting inter-professional links.

The idea has some definite attractions. It would allow a degree of individuality in the

contract, as sought by PSNC, and could be linked to remuneration. If a second pharmacist allowance was available the problem of "covering the shop" would no longer be the obstacle it was if such courses are to be pursued during working hours. Modules would not be mandatory but incentive led. Because there is a limit to the services any one pharmacy can provide, through size, inclination or location, it would not be worth a pharmacist's while "collecting" modules like so many paper diplomas.

Of course, funds would be needed for such a scheme, but if the DHSS is serious in extending the pharmacist's role, then the money should be made available and serious consideration given to ideas such as this or similar. The pressure on pharmacists to take part in continuing education is unlikely to fall off, and anyone who thinks they can forego the classroom after university or polytechnic should think again!



PSNC to finalise pay deal this week?

The Pharmaceutical Services Negotiating Committee was meeting with the Department of Health on Wednesday as C&D went to press to finalise the balance sheet and fee structure for 1987-88. Details should be available next week.

And although a number of points relating to pharmacy practice subcommittees have yet to be settled, Parliamentary sources were suggesting the new contract Regulations could be laid on Friday.

Following last week's meeting with the Health Minister (*C&D* p287), PSNC is still waiting to hear whether contract applications will pass to PPSCs first and then to the Rural Dispensing Committee or vice versa.

"The new regulations require a pharmacist to state the precise location of his shop. This could cause problems if the premises 'disappears' before approval comes through. We want the regulations firmed up on the minor relocation aspect," PSNC secretary Steve Axon told *C&D*. PSNC is also asking that only a lay person be appointed as PPSC vice chairman.

The fee related to period of treatment and nil discount features of the contract are not likely to come into operation before July. Around four months lead time is required by the Prescription Pricing Authority. Additionally there are likely to be cuts of over 2 per cent in the discount rate arising from the current discount inquiry and the recommendation of the Pharmaceutical Distribution Working Group, which is due to report shortly.

Script needed for OTC glasses sales

Over-the-counter sales of imported reading glasses to customers who have not had their eyes tested first was ruled unlawful in the High Court last week.

In a test case, two judges upheld a conviction and £250 fine imposed by Cardiff Magistrates on the Belgian-based spectacle distributors Magnivision NV for contravening the 1958 Opticians Act by selling reading glasses to customers who had not seen an optician. The ruling effectively blocks the rapidly growing market in counter sales of spectacles by European companies who thought they could operate in an area which is off-limits to British manufacturers because of the 1958 Act.

Magnivision had argued that the effect of the Act was to hinder sales of their glasses in England and Wales in breach of Article 30 of the Treaty of Rome, which bans the restriction of imports between EEC member countries. Dismissing the appeal, Mr Justice Macpherson said the aim of the 1958 Act was "the protection of public health and the defence of the consumer".

The judge ruled that in the present case Article 30 did not apply because of the effect of Article 36, which allows a country to ban imports for the protection of health. He said the 1958 Act, which makes

it an offence for a person to sell spectacles unless the sale is conducted by or under the supervision of an optician or doctor, was not "discriminatory or protectionist" within the terms of Article 30.

The prosecution was brought by the General Optical Council after Magnivision began to import reading glasses for sales through a chain of concessions in shops. Lawyers are now considering whether Magnivision have any further right of appeal from the decision after the judges refused to certify that there was a question of public importance involved which should be considered by the House of Lords.

The judges were considering the question of appeal.

Leaflet help noted by Newton

The part played by pharmacies in the distribution of material through the "health care in the high street" stands has not gone unnoticed by Health Minister Tony Newton.

Speaking at a Conservative Party meeting in Harpenden, Mr Newton gave NPA director Tim Astill, an invited guest, an encouraging reply to a question on the role of the pharmacist in this area. Mr Newton mentioned in particular the "What to do about drugs" leaflet for parents, and the Government's own AIDS leaflet.

NPA seeks clear liability rules

The National Pharmaceutical Association is to press again for a clause in the Consumer Protection Bill, currently going through Parliament, to clarify the position of pharmacists when dispensed medicines carry their label only, with no indication of the product's manufacturer.

The NPA has received a written assurance from Lord Lucas, Under Secretary at the Department of Trade, that, in the Government's view, pharmacists will not be regarded as the producer of a product by virtue of putting a dispensing label on the bottle.

But NPA director Tim Astill is concerned that assurances from Ministers will hold little sway with the courts. "What we have here is a 'consumer protection' measure. A consumer takes a defective medicine and the only name on the bottle is that of the dispensing pharmacist. All the courts can do is have regard to the statute and any precedent with regard to that statute," Mr Astill told *C&D*. "We think there is a risk, our solicitors think there is a risk, as do the DHSS solicitors and the Society's law department."

Scottish courses saved?

An impasse over the funding of continuing education courses for Scottish pharmacists, which could have meant their suspension in the next academic year, has hopefully been broken after a meeting of the Scottish Department's Education Committee.

The course organisers were unwilling to proceed with courses for 1987/88 with the level of remuneration on offer from the Scottish Home and Health Department. The universities were demanding higher costs for the use of their facilities that could be covered by the present fee structure.

Last week's meeting came up with an interim basis for funding, says Scottish Executive chairman Mr I. Caldwell. "We are looking at restructuring the whole thing — not only the financial side, but the content as well, to make it more relevant to the role proposed by the Nuffield Report."

A three tier cost structure and the proposed new syllabus will be presented to the SHHD before April.

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Drug tests for dispensing GPs?

The Department of Health is coming under increasing pressure to extend the drug testing scheme to dispensing doctors.

Essex Local Pharmaceutical Committee secretary Miall James told *C&D* that Essex FPC, like West Sussex FPC (*C&D* last week p285) agreed that any scheme must apply to all dispensing, and, after asking the Department to act, had received a letter in reply stating that the Department was considering changes. "The letter also gave the impression that there were several FPCs that have expressed these objections," Mr James said.

Essex LPC first decided they would not agree to any change in the drug testing scheme without the doctors being included back in October, when it was first proposed that products that could be visually identified need not be removed for full analysis. Since then, Mr James says, the pharmacists have won the support of the FPC, who, although interested in the savings that would accrue from changing the DTS, have twice asked the Department to extend the scheme.

It seems that, until the Department agrees to such a change, savings will not match expectations.

NI contract assurance

Northern Ireland contractors have received an assurance from the Department of Health that while a level of dispensing of 1,300 scripts a month will be used for compensation purposes under the new contract, it will not apply to any remuneration deal.

The Pharmaceutical Contractor's Committee feels a more realistic level below which on-cost should be cut is 800 scripts a month. But PCC chairman Mr T. O'Rourke says it is unlikely that a remuneration package will be ready for April 1. "We will probably have to be paid under the old system for a couple of months, but this should not hinder the introduction of the new contract," he says.

The PCC responded to the Department's draft proposals last Friday, and was hoping for a response on points it had raised in time for the PCC meeting this Thursday.

There has still been no indication of



how the essential small pharmacy scheme will be funded in the Province, or how such pharmacies are going to be designated, says Mr O'Rourke. The PCC expects the DHSS to fund a higher proportion of the scheme than the Scottish authorities does for Scottish contractors.

£200 fine for dithranol error

A pharmacist who supplied an ointment with the wrong concentration of dithranol was fined £200 at South Shields Magistrates Court last week.

Pharmacist Walter Lee prepared a repeat prescription for eczema sufferer Joyce Holmes at his pharmacy in Stanhope Road, South Shields, which specified 0.02 per cent dithranol. When she used the cream her skin became red and later blistered, said Ian Winskill, prosecuting, for the Pharmaceutical Society.

A complaint was made to the Society, whose local inspector, Stanley Booth, tested the ointment and found it to contain 0.2 per cent dithranol, and where orange coloured particles were visible, 2.34 per cent dithranol.

Mr Lee pleaded guilty to unlawfully supplying dithranol ointment which was not of the nature or quality specified on the prescription. His solicitor, Ian Bosley, said that separate analysis indicated the ointment contained 0.2 per cent dithranol, not sufficient to cause blistering, and "the explanation for the high localised concentrations was that it was not mixed properly".

Mr Bosley added that Mr Lee, who had 38 years experience and an unblemished record, prepared the ointment personally and was always careful, and his only explanation was that he was distracted when mixing it. Mr Lee was ordered to pay £50 costs.

API press on with judicial review

The Association of Pharmaceutical Importers is proceeding next week with its judicial review against the Pharmaceutical Society and the Department of Health.

It is seeking a ruling on the Society's Council's decision that pharmacists should not dispense imported drugs with a different brand name to that stated on a script, even though the formulation is identical. The Association maintains that in licensing the products the DHSS is acknowledging they are therapeutically equivalent.

Dear Prime Minister...

Scottish pharmacist Graeme Park has written to Prime Minister Margaret Thatcher saying that, contrary to statements by Government Ministers, he is likely to be worse off under the proposed new essential small pharmacy scheme.

But Pharmaceutical General Council secretary Colin Virden points out that remuneration figures in a recent newsletter were those proposed by the Health Department. "We have since told the SHHD that they are not acceptable and that we want to negotiate further," he said.

Mr Park urges the Government to ensure it lives up to its promise that he would be no worse off than at present. "Better still I urge you to make available the tiny sum needed (£95,000) to give Scottish ESPs a similar deal to England and Wales," he says.

YPG report on education

The final version of the Young Pharmacist Group's report on education has been sent to all members of the Pharmaceutical Society's Council, heads of schools of pharmacy and other interested bodies.

The report was presented in draft form at the YPG's first conference last year (see *C&D* November 29, 1986, p921). Among

its recommendations the report suggests that pharmacists who complete continuing education modules should receive good practice allowances, and that to qualify for continued payment of such allowances pharmacists should have to update their knowledge and skills regularly. Another recommendation is that newly qualified pharmacists should have 12 months' vocational training before being allowed to take sole responsibility of a pharmacy.

The YPG hope to produce their next report on another area of pharmacy in April. The Group is currently looking at aspects of hospital and community pharmacy.

Home help

Residential homes for the elderly in and around Derby should soon be using a more efficient method of administration of medicines, supplied by local community pharmacists.

It is hoped that a pilot scheme, involving eleven homes, will start in the Summer. All pharmacies in Southern Derbyshire have been approached to find out if they are willing to take part in supplying a controlled dosage medication system to the homes in the pilot.

The study is the latest phase in a project to improve the systems in use in such homes being undertaken by staff pharmacist Peter Rivers, financed jointly by Derbyshire Health Authority. The plan is to eventually convert all 52 such homes in the country to a simple medication system involving the minimum potential

for error during administration by home staff, many of whom have no special training in the handling of medicines.

The system to be evaluated involves unit dose dispensing into special drug "cards", leaving blisters to be opened for administration. A small, pilot study in one home has already proved successful in reducing the number of administration discrepancies and the cost of stock held.

Mr Rivers told *C&D* that the response so far from pharmacists made him "optimistic" about the project. When replies had been gathered in, he would be getting together with the pharmacists to discuss the system, and the county would then have to make a decision as to who would be involved.

As well as providing the medication system, Mr Rivers says that he hopes any system adopted will lead to the provision of other professional services — for example, providing advice and help on stock control, and staff training on drugs.

Secretary of Social Services Norman Fowler, says: "They are very encouraging. The level of concern and knowledge about AIDS is growing. However, we must not reduce our efforts. We need to get the message over to young people and dispel some myths — in particular that it can be contracted by giving blood."

Radio and television advertising for condoms was discussed last week by the IBA as it considered repealing the section of its code of practice which outlaws such commercials. It is now to be considered by the Advertising Advisory Committee in April before any decision can be made.

In the States there has already been a reversal of policy. The three main television networks, CBS, NBC and ABC have agreed to air condom commercials or Government sponsored announcements.

A recent Mori poll found AIDS to be the next most important issue after unemployment and nuclear weapons.

Ferndown: Boots step aside

Boots the Chemists' estate department has not been able to complete property negotiations at Ferndown, Dorset, so the company has withdrawn an applications for preliminary consent to open up a pharmacy in the area.

Superintendent pharmacist Donald Crossland said the company made the original application because it believed it could demonstrate to the Rural Dispensing Committee that there was a need for a third pharmacy in the area. He said he was mindful of the earlier controversy at nearby Blandford Forum (*C&D* December 14, 1985 p1095) when an application to open a pharmacy was withdrawn and the property opened as a drugstore.

Mr Crossland says the company has the same number of pharmacies now — 1,020 — as when the new contract was announced. Of Boots' 18 applications for preliminary consent lodged then, two will open within weeks, six are for "relocations", and the rest remain in the pipeline, Mr Crossland says.

Corn cures not for diabetics

Renewed warnings on the danger of corn cures and corn plasters have come from the British Diabetic Association.

There have been several recent cases of ulceration in diabetic patients who used these products. Some have resulted in amputation of toes. Corn cures cause a disproportionate reaction in diabetics, says the BDA.

The high concentration of salicylic acid in most products can destroy the whole skin thickness, the tissues underneath, and the tendons and ligaments. Although most products carry warnings these are not always clear to some patients, says the BDA.

And elderly diabetics need to be treated with as few drugs as possible according to the latest *Drug and Therapeutics Bulletin* from the Consumers' Association.

The hazards of treatment are greater in the elderly and the benefits probably less than in younger sufferers, says the *Bulletin*. Most elderly diabetics prove to be not insulin-dependent and a diet is often enough to relieve symptoms, it says.

The *Bulletin* also looks at drug treatment for those who need it.

AIDS awareness increases

Awareness of AIDS and the ways to avoid it is on the increase, according to the latest Department of Health public opinion poll.

Eighty-four per cent of the 900 adults polled felt they knew enough to avoid AIDS — that's a 17 per cent increase since November — and now 78 per cent feel condoms considerably reduce the risk. Campaign results look good: 87 per cent said they had received a leaflet and 76 per cent had read it. It's now to be distributed in Post Office's, colleges and citizens' advice bureaux. However, 93 per cent still believe they can catch AIDS from blood transfusions and 43 per cent from donating blood.

Commenting on these figures,

Youth appears on murder charge

A 17 year-old youth made a brief appearance at Thames Magistrates Court last Wednesday charged with murdering a young pharmacist on Valentines Day, and was remanded in custody until March 18.

Gary Reynolds, unemployed, of Cheltenham Road, Leyton is charged with murdering Anita D'Souza of Trott Walk, Chigwell, at the chemists shop in Merchant Street, Bow. She is believed to have died from severe head injuries.

No way to pay?

A new approach to pay bargaining recently advocated by Mr Kenneth Clarke, the Paymaster General and chief employment spokesman in the Commons (and Mr Newton's predecessor as Health Minister) is a formidable obstacle to the pay hopes of hospital pharmacists.

Mr Clarke has made it clear that the Government wants to encourage developments which lead to an end to national pay bargaining, and to the concept of annual increases, the going rate, comparability or job evaluation.

Hospital pharmacists will need to establish that they have an indisputable "special case" to break through the new policy objective spelt out by Mr Clarke.

Wholesale delay

The report of the Pharmaceutical Distribution Working Group is not now to be passed to the Minister for Health until the end of March, after yet further administrative delays.

Little is known of the contents of the report, other than that it recommends a 2 per cent cut in the wholesale margin, which will be carried through to the retailer.

PL(PI) update: The following PL(PI)s have been notified to C&D since the *Parallel Importing supplement last June*.

Aeropax (International) Ltd, trading as Stepnar BV

PL/4259/0034 Indocid 100mg Indomethacin 100mg
PL/4259/0208 Lioresal Baclofen 10mg

Whitworth Pharmaceuticals Ltd

PL/4423/0015 Indocid Suppositories Indomethacin 100mg
100mg
PL/4423/0156 Kemadrin Procyclidine HCl 5mg

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Taking an interest

From listening to those with experience on FPCs, and especially dispensing subcommittees, I have formed the impression that many of the lay members of those bodies show little grasp of the none too subtle differences between doctor and pharmacist dispensing. But with the changed constitution of the new autonomous FPCs, which have now become responsible for the money spent in their area, it appears the attitude has changed to a perceptive interest in what is being done in their name.

It is reported they are asking searching questions of the professionals and, incredibly, not taking the answers as divine revelation. It must be seen as critical to our credibility, therefore, for us to have representatives who are experienced, knowledgeable and urbane, and able to put the arguments for pharmacy well enough for them to be seen as reasonable and in the public interest.

It is clear that the West Sussex LPC chairman Anthony Moore was successful in informing his FPC of the safeguards on public spending implicit in the drug testing scheme for pharmacist contractors, but inexplicably absent from doctor dispensing. So inexplicably that the FPC has accepted the principle that dispensing doctors should also come under the same checks!

The principal administrative officer now intends to put the proposition to the annual conference of the Society of FPC's in the Autumn. I wish I could be there.

The secret of perfumes

I forget how many years ago it was. This rep came round with a beautiful prepack of six assorted perfume sprays. Big ones, all selling at around £1.95 and giving a handsome profit. They were copies of the eight or nine top perfumes.

If I remember rightly it was the breakthrough in the synthesizing of ambergris and musk and civet which meant they could be produced so very much more cheaply than the originals. At least that was what the man said. I must say they smelled pretty good.

Anyway I had none of the originals so I took them in and enjoyed quite good sales for a year or so, but made the mistake of ordering a top-up after sales had peaked. The name has just come back to me —

Replica. I don't see them listed any more.

And now we are to have another try with a similar thing, said to be "representations" of best sellers. They are a good deal more expensive this time at £4.99 for only 10g of solid pen perfume, to be marketed by a special sales force, chiefly through "independent retailers". I'll look at it and see if I will keep Secrets, since that is what the range is called.

Trade-narks

How irritating it must be... what a nark! ... to have the product you market abroad under a different trade name imported back here and passed off as the real thing, which it is. What a ridiculous situation we have landed ourselves in! By us, of course, I mean the pharmaceutical industry in general and Wellcome in particular, all brought into open court by the case they won recently (C&D last week) over the licensing of Eusaprim for import without account being taken of the trademark considerations.

So far as I am concerned the matter is academic since, because I thought widespread use of PI drugs would weaken the British industry and our contractor position, I have never used imports. Looking at the report of the case I have to admit I am puzzled as to what exactly parts of it mean. A relevant paragraph, from a sworn statement by Wellcome's company secretary, reads: "Where a doctor prescribed Septrin, pharmacists were dispensing Eusaprim and making excess profits at the expense of Wellcome, the NHS, and ultimately the British taxpayer."

What an interesting statement. On the grounds of logic I find myself disagreeing with almost every part of it. Firstly doctors order Septrin, but pharmacists (some of them) dispense Eusaprim. It is the same thing exactly, made to the same high standards by the same manufacturer. The substitution is quite different from say, giving generic glibenclamide on a Daonil script. Making excess profits? What do you mean by excess? Is it dishonest if you buy at a discount price a product which is genuinely identical in every respect to what is ordered? At the expense of Wellcome? Again what do they mean?

If Wellcome are selling the product somewhere else at a price they find adequate then they are making the profit they consider satisfactory or they wouldn't sell it so cheaply. It sounds as though it is they who want to make the excess profit, for is it not implicit that if the NHS are paying too much for the Eusaprim supplied in lieu of Septrin, when it is exactly the same product from the same maker, then...?



Checking the wind with Napp

Napp Laboratories Consumer Division are launching Windcheaters which, as the name implies, are indicated for the relief of the discomfort of wind.

Windcheaters are soft green gelatin capsules each containing 100mg activated dimethicone (30, £1.49). The recommended dose is two capsules three or four times a day or as required.

The company says the dimethicone reduces the surface tension of the thousands of small bubbles of air or gas in the stomach, forming a larger bubble that can be expelled.

The launch of Windcheaters will be supported by television and radio advertising through the year. *Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambs CB4 4BH.*



Pessary Check

Family Planning Sales say that Double Check pessaries are now available through leading wholesalers. The company says that demand through GPs of Double Check, one of the leading brands through family planning clinics, has been rising. Double Check is a polyethylene glycol based product which is water miscible. It will not weaken latex rubber and was specifically formulated for use with condoms. It contains nonoxynol and can also be used in conjunction with diaphragms. *Family Planning Sales Ltd, 28 Kelburne Road, Cowley, Oxford.*

Travelling with Wellcome . . .

The Wellcome Foundation are launching Marzine R.F. — a revised formulation to replace the current Marzine product which contains cyclizine.

Marzine R.F. (10 tablets £0.75) contains cinnarizine 15mg, and the recommended dosage for adults and children over 12 years is two tablets to be taken two hours before the journey, and an additional tablet every 8 hours if required. For children aged 5 to 12 years, one tablet should be taken two hours before the journey, and half a tablet every 8 hours if required. The product is Pharmacy only.

For a limited period the company is offering introductory terms of 15 as 12 on two cases.

To support the launch Wellcome are planning a marketing campaign aimed at five million travellers, with advertising in AA Travel, Keith Prowse and Hogg Robinson holiday guides. *The Wellcome Foundation Ltd, The Crewe Hall, Crewe, Cheshire CW1 1UB.*

PRESCRIPTION SPECIALITIES

Salazopyrin EN packed for OPD

From March 1 Salazopyrin EN-tabs 125 pack replaces the 100-tablet pack. Pharmacia say the new pack represents one month's treatment at the most common daily dosage (£10.94 trade).

The 125 pack is highlighted to show the pack improvements, and contains new style enteric-coated tablets bearing the Pharmacia's logo. The company is asking doctors to prescribe as Salazopyrin EN-tabs 125 OP. Distributors *Farillon Ltd, Ashton Road, Harold Hill, Romford, Essex.*

Predfoam

Manufacturer Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX

Description White, mucoadherent aerosol foam containing prednisolone metasulphobenzoate sodium equivalent to 20mg prednisolone per metered dose

Uses Proctitis and ulcerative colitis

Dosage One metered dose rectally once or twice daily for two weeks, extending for a further two weeks with a good response.

Not recommended for children
Contraindications Local conditions where infection might be masked or healing impaired. Inadequate evidence of safety in pregnancy

Side effects Consequences of systemic absorption should be considered with extensive use over long periods

Supply restrictions Prescription only

Packs Box consisting of canister containing 25g, approximately 14 applications, with 14 disposable applicators (£7 trade)

Product Licence 0108/0101

Issued February 1987

Further information Hospitals only initially, will be launched to GPs later.

Rifadin for infusion has been available to hospitals as a free service for the at risk TB patient. From March 1 Merrell Dow will be charging for the product via the wholesale chemists (600mg vial, £8 trade). *Merrell Dow Pharmaceuticals Ltd, Stana Place, Fairfield Avenue, Staines, Middx.*

Juvela gluten-free corn mix is now available on prescription for patients with gluten sensitive enteropathies including steatorrhoea due to gluten-sensitivity, coeliac disease and dermatitis herpetiformis. *G.F. Dietary Supplies Ltd, 494 Honeypot Lane, Stanmore, Middx.*

Parstelin and Parnate tablets are now available in 100 tablet packs (£4.64 and £4.54 trade respectively). Each contains a dessicant, and has a shelf life of 12 months. Supply of 50 and 500 packs for each product will be discontinued. *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*

Organon Laboratories, who say there has been some confusion resulting from Searle's discontinuation of the Gravigard range, wish to confirm the continued availability of the Multiload range of IUDs. *Organon Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge.*

Warfarin 1mg, 3mg and 5mg tablets are available in pack sizes of 500 from Cox Pharmaceuticals. All strengths are circular, unmarked tablets with a breakline on one face. 1mg (£2.49) are brown, 3mg (£2.26) blue and 5mg (£4.15) pink, all prices trade. *Cox Pharmaceuticals, Arthur H. Cox & Co Ltd, Whiddon Valley, Barnstaple, Devon.*

Restandol, an oral form of testosterone, may be prescribed for those patients currently on Testoral, when Mixogen Orabolin and Testoral are discontinued as present stocks are exhausted, say *Organon Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge.*

SENOKOT-THE BIGGEST-SELLING AND MOST RECOMMENDED LAXATIVE BRAND IN PHARMACY.

- No 1 selling branded laxative – 21.9% market share.¹
- No 1 recommended brand – 53% of all pharmacy recommendation for laxatives.²
- One of the top 20 selling brands in OTC medicine.³



Most-supported laxative brand in pharmacy

Senokot is being advertised nationally in women's magazines, and a new television campaign breaks regionally throughout 1987. Total advertising spend in 1987 will be £400,000.

Thirty years of effective use

Senokot has been recommended successfully for more than thirty years by doctors and pharmacists for the safe, gentle and effective relief

of constipation. 125 million doses are sold yearly through pharmacy.

Nature's answer for constipation – in convenient forms

Senokot contains a laxative ingredient derived from the senna plant, which has been used for centuries for the treatment of constipation. In Senokot it is provided in easy-to-take forms, either as tablets, granules or syrup.



A Reckitt & Colman Pharmacy Product.

References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.



WHEN HE GOES, S



Newborn Cosifits now sport a row of little blue ducks.

Very fetching they look too, but they also have a more practical purpose.

As soon as the nappy gets wet the ducks start to disappear.

Which means a mum can tell straight away when it's time for a change.

This will come as welcome news to babies everywhere. (Sitting around in a wet nappy isn't much fun.)

While mums should be equally chuffed. (Listening to someone who's sitting around in a wet nappy isn't much fun either.)

So make sure you have Newborn Cosifits on your shelves.

Otherwise you know what you'll have to do when mums come asking for them.

Duck.

COSIFITS.^(R)

THE NAPPY THAT'LL KEEP THEM HAPPY.

Robinsons of Chesterfield 

DO THE DUCKS.



Brand new look for Silkience

Gillette are to relaunch their Silkience haircare range.

The push is designed to given the brand a more feminine "cosmetic" appeal, while retaining the "scientific authority" of the brand's traditional advertising. The shampoo and conditioner feature new cream-coloured pearlescent packs with a more modern "square" look. To meet the trend towards larger sizes, the shampoo will now come in 250ml and 400ml sizes

and the conditioner in 200ml and 400ml.

Silkience hairspray features a new pearlescent can, and the firm variant has been renamed super hold to appeal to younger users looking for a high degree of hold. A new 300ml size will be available again aimed at younger users.

The new packs will also feature graphics in three languages. This was done primarily for economy in production, but Gillette say their research shows the international flavour gives added prestige in the eyes of consumers.

The relaunch will be supported by a £4m advertising campaign. The shampoo and conditioner will be advertised on television, with a £2.6m spend, backed by £0.4m of Press advertising. The styling range will receive £1m worth of television backing. A further £1.5m will be spent on below the line support, including special introductory prices of £0.89 for the 250ml shampoo and £0.99 for the conditioner and hair spray.

A pre-packed merchandiser and shelf edgers are available. *Gillette (UK) Ltd, Great West Road, Isleworth, Middlesex.*

Alberto cover the women's Press

Alberto's Natural Silk hair care range will feature on two covermounts this Spring.

A 10ml sachet of Natural Silk shampoo is cover-mounted on this week's *Woman*, and the magazine features a 20p off next purchase coupon. The March 7 issue of *Woman's Realm* will carry a 12ml mini-pack of Natural Silk conditioner, together with a 30p money-off coupon. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

J&J Empathise

Johnson & Johnson's Empathy features special prices during March and April.

The new promotion follows on from television advertising. Shampoo will be offered at £0.85 (200ml) and £1.15 (300ml), and conditioner at £0.95 (200ml) and £1.25 (300ml). *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

This month's Wellcome Break WINNERS

1st Prize

European Weekend for 2
Mr. M. Berg, Canning Town, London E16

RUNNERS UP

Coffee Maker + 6 Actifed Mugs

RUNNERS UP INCLUDE

Hyperchem, Enfield · A M Dawson, Worthing · S C Hawkwood, Stourbridge · P Williams, Crewe · A Salter, Wigan · Harts the Chemists, Spondon · Selles, Hull · Mr Khan, Huddersfield · D N Maxwell, Bolton Laycock Chemists, Stockton

DISPLAY ACTIFED AND THE NEXT WINNER COULD BE YOU
Draw continues until February 28 1987 ACTIFED is a trademark.

Gillette go slip sliding away . . .

Gillette are launching GII Plus razors, incorporating "Lubastrip", a device already used on the Contour Plus brand.

Lubastrip is a polystyrene strip situated on the cartridge head above the twin blades. It contains a solid lubricating agent which becomes soluble in contact with water or the moistened face, and is released after each shaving stroke. The GII Plus will be launched alongside GII, and will be available in packs of fives and tens, with two cartridges. Packaging is designed to compliment GII while highlighting the benefit of Lubastrip.

Advertising worth £375,000 will run in the national dailies during the Summer, incorporating a money-off coupon, and there will be an introductory price of £0.79 (normal price £1.19). *Gillette Shaving Division, Great West Road, Isleworth, Middx.*

Kent are introducing the Style In Mousse brush (£1.95) into their Style range. Designed for applying mousse without mess, the brush comes in pink, yellow and pale blue. *G. B. Kent & Sons plc, Apsley, Hemel Hempstead, Herts.*

Chemist & Druggist 28 February 1987

March-ing feet

Scholl are backing their footcare range with in-store promotions, retailer discounts and television advertising in March.

Offers of 20 per cent extra free will feature on anti-perspirant deodorant (£1.29), rough skin remover (£1.24), and foot refresher spray (£1.29), which are available with dump bins for POS and quantity discounts for pharmacists.

Air pillow insoles are available with 10p off, flashed on pack, and a coupon on Fresh Step insoles will offer 20p off selected toiletries. All promotions will run through until the end of April, or while stocks last.

And throughout March, 20 and 30 second commercials will repeat last year's advertising support for Lite Legs hosiery, nationally on TV-am and in selected ITV regions. This month's promotions are part of 1987's £4m support package for the brand, say *Scholl (UK) Ltd*, 182 St John Street, London EC1P 1DH.



Scratch n' sweet

Crookes Products are backing Sweetex with three promotions.

Champagne, port and sweatband sets are among the 5,000 prizes involved in a scratchcard promotion running until May in conjunction with national television advertising running until June. In addition; the 500 tablet dispenser features 10 per cent free, and Sweetex granulated features in a new POS recipe leaflet. *Crookes Products Ltd*, PO Box 94, 1 Thane Road West, Nottingham.

Pump it up with Carrimed

With the trend towards home nebuliser therapy, pharmacists might like to know of the availability of Nebupump, designed to provide adequate filtered air at a suitable pressure in a neat unit.

The pump fits many nebuliser kits and, while it has been recommended through clinics for some time, can now be supplied direct to pharmacies for patients.

Nebupump can be operated from any 220/250 Volt AC mains power outlet. Maximum air pressure is 14 psi, and it supplies 4 litres a minute at 6 psi. The pump has an air filter on the inlet and has an air outlet 5.5mm in diameter.

Housed in a ventilated plastic carrying case with carrying handle, Nebupump (£90) weighs 7 lbs and has overall dimensions of 9¼ in by 6½ in by 6 in. *Carri-med Ltd*, Interpet House, Vincent Lane, Dorking, Surrey RH4 3YX.

More sugar?

Ashe Consumer Products are supporting Sucron with a £250,000 advertising campaign.

Colour advertisements — with the copy line, "Don't cut out the sugar, just cut out the calories", are featuring in women's magazines such as *Family Circle*, *Woman* and *Good Housekeeping* until September. *Ashe Consumer Products Ltd*, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.

Spring into action

Weleda are currently offering a special Spring discount on orders for calendula ointment via wholesalers. The promotion — six counter-packed tubes of ointment for £5.83 trade (rsp £1.80) — offers 38 per cent POR, say Weleda.

The offer runs to April 30, and will be supported by Press advertising across a range of magazines and newspapers, including *Health Now*, *Maternity & Mothercraft*, *Mother & Baby*, *Parents*, *Here's Health*, *Good Housekeeping*, *Today* and the *Daily Express*.

In March, Weleda are sending full product information on the calendula ointment, together with promotion details and a full size retail sample, to all chemists. *Weleda (UK) Ltd*, Heanor Road, Ilkeston, Derbyshire DE7 8DR.

More the Merrell-er

From March, Merrell Dow are introducing a larger size for their Kolanticon indigestion remedy, replacing the existing 125ml packs. The new 200ml pack will carry a retail price of £1.98, and point of sale has been produced to coincide with the launch.

The 500ml Kolanticon will still be available (£4.28). *Merrell Dow Pharmaceuticals Ltd*, Stana Place, Fairfield Avenue, Staines, Middx TW18 4SX.

“Pharmacists must satisfy themselves that the supplier and the source of medicine they purchase are reputable and that the quality of the product is such that the safety and health of the patient will be assured.

Any breach of these principles will be considered to constitute unprofessional conduct.”

*The Pharmaceutical Society of Great Britain.
Part of a recent council statement
on Imported Medicines.*

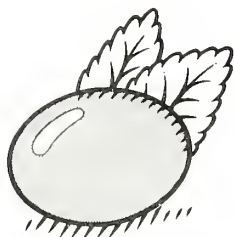
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Investment is
about to
bear fruit.*



L o o k o u t f o r s o m e t h i n g n e w f r o m

SEVEN
SEAS

Mavala take on the world

Mavala are running a holiday competition during March and April with prizes for consumers and retailers.

Customers have to purchase any nail polish from the Mini-colour range, which are named after places, pick the destination of their choice from the 46 shade names available, fill in the coupon provided and answer a tie-breaker question, then drop the completed coupon into the Mavala POS post-box. The first correct answer "out of the hat," wins a holiday for two to the selected destination.

There are also 500 runner-up prizes of Mavala manicure travel packs, worth £15.

The Mavala stockist who submits the winning entry will win a trip for two to Paris. The company are supplying display stands, post boxes, including a free-post envelope to return the entries, and colour posters and showcards. *Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent.*

On the nail

A new nail strengthener from the USA is being marketed in this country by Grafton International.

Develop 10 (14.7ml, £6.95) was formulated as a salon product and can be used as base and top coat as well as for strengthening nails. It will be supported by advertising in the women's Press, and sampling promotions are also planned. *Grafton International Ltd, Grafton House, Park View Road, Sutton Coldfield B74 4PS.*

Profits — a permanent spot

Chemists may be missing out on potential profits from hair colorants because they don't allocate space according to profit potential, says a report commissioned by Warner Lambert.

The report, prepared by Store Testing Services, says that permanent colorants and bleaches and lighteners are much more profitable than semi-permanents and temporaries. It claims that the overall profitability of the market is dragged down by losses made on temporaries and very low net profits on semi-permanents, which, it says, have too much shelf space allocated to them considering the small

profits available.


Permanents are the largest sector, accounting for 45 per cent of sales (£39m at rsp) and over 70 per cent of the net profit, says the report, which takes into account labour and space costs. Copies of the report are available from *Warner Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY.*

Slimmer soap from Cussons

Cussons are relaunching Pearl beauty soap in a smaller size.

The bar size has been reduced to the new industry standard 125g (£0.24) and packaging has been restyled. A £0.43 twin pack will also be available, aimed particularly at cost-conscious shoppers. During March and April, the twin pack will carry a £0.39p promotional ticket. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt Bt-am	TT Tyne Tees

Actifed:	All areas except Ulster
Askit powders:	GTV, STV
Atrix:	All areas, C4, Bt
Belle Colour:	GTV, U, B, G, Y, C, A, HTV, TTV, TT
Benylin day & night:	Y
Benylin expectorant/paediatric:	All areas, C4
Dixcel:	GTV, G, Y, C, HTV, Bt
Dulcolax:	STV, HTV, TSW
Fiesta kitchen towels:	All areas, C4, Bt
Jif lemon juice:	C4, Bt
Johnson & Johnson baby shampoo:	All areas
Junior Paraclear:	Y, C, TVS, LWT, TTV
Lady Grecian:	TVS, STV, Y
Lipcote:	C
Listerine:	All areas
L'Oreal Studio Line	G, TVS, C4
Mu-cron:	STV, G, C, HTV, TSW, LWT, TTV
Nivea haircare:	All areas
Paracodal:	All areas, except TVS, Y, U, G
Peaudouce Babyslips:	Bt
Redoxon:	STV, C, HTV, TTV, C4
Ribena:	All areas
Robinson's babyfoods:	Bt
Robitussin:	All areas
Scholl Lite Legs:	G, LWT, C, TSW, Bt
Setlers Tums:	All areas, C4, Bt
Simple skin care:	C4
Sinutab:	All areas

Givenchy are offering a limited edition 25ml eau de toilette spray of Ysatis (£14.25) aimed at mother's day gift buying. *Parfums Givenchy Ltd, Old Esher Road, Hersham, Walton-on-Thames, Surrey.*

What's new with Woods?

Woods of Windsor are introducing a range of room fragrances, introducing new POS material, updating some current products and running a holiday contest.

They have produced six pot-pourris: Amber Rose, April Showers, Warm Spice, Citrus Pine and Forest Blend, and Spicy Carnation. All six are available to retailers in 2lb calico sacks. Continuing the home fragrance theme, the company is introducing a large fragrant sachet designed to hang in the wardrobe and keep clothes smelling fresh in wild orchid, forget-me-not, wild rose, honeysuckle, lily of the valley and lavender, all depicting illustrations of the flowers. For men's wardrobes there is a parchment-style sachet in the Woods of Windsor for gentlemen fragrance (£2.50). A counter display unit holds three of each fragrances.

Woods are running a holiday competition to promote their travel miniatures with the prize of a luxury weekend for two in Paris. There are 100 runner-up prizes of travel companions, as well as a cash prize for the retailer whose shop produces the winning entry.

Bath gel and shampoo are being re-packaged in gold-topped pearlised bottles, and soaps will be available in soft pastel colours to denote different fragrances, (3 x 100g £3.60).

New POS material is being introduced to help retailers make the most of seasonal gift-buying opportunities, and a new display unit has been designed for the travel miniature collection. *Woods of Windsor Ltd, Queen Charlotte Street, Windsor, Berks.*

Read all about it

Thomas Christy are promoting Tropicana sun preps with a free paperback offer.

The choice of two titles is designed to appeal to both sexes, and the books are available with proofs of purchase from two products in the range, excluding high protection stick and sunblock cream. *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants.*

Cutipen cuticle remover is being relaunched, with a new blister pack and advertising throughout this year in *Annabel, My Weekly, Woman & Home, Family Circle, Cosmopolitan, Options, She, Woman's Own*, and 19. *The Mentholatum Company Ltd, Longfield Road, Twyford, Berks RG10 9AT.*

Gillette keep it Cool and Sporty

Gillette are adding a roll-on to the Right Guard Cool range, and running a promotion with sports centres on Right Guard Sport.

Cool roll-on will be targeted at young women, the highest users of roll-ons generally. Its launch will be supported by an introductory price of £0.59, and a 25 per cent extra free offer. Packs are metallic blue and white.

Right Guard Sport will be supported throughout Spring and early Summer by a £300,000 promotion offering purchasers the chance to try "virtually any" sport free at 69 sports centres throughout the country. The promotion is to be launched on April 12, when participating centres will offer free admission and the chance to try as many sports as they like to anyone presenting a Right Guard Sport roll-on or aerosol. Thereafter, until July 5, presentation of any Right Guard Sport product will entitle the holder to one free session at their chosen activity.

A £150,000 advertising campaign giving details of the promotion runs through March and April, in the national Press, Sunday supplements, women's and sports magazines and major regional newspapers. A further £150,000 will be spent below the line, with competitions in local newspapers and specialist sport publications, a mail-out to schools and universities, posters in participating sports centres, and endorsement from former West Ham and England footballer Trevor Brooking, who will appear on BBC television's Saturday Superstore on April 11, and do personal appearances and radio interviews around the country.

Television advertising for the Right Guard brand will run throughout the summer with a £2m spend. *Gillette (UK) Ltd, Great West Road, Isleworth, Middlesex HA7 1JH.*

Soap from Scotland

Scottish Fine soaps are introducing several new products to their range.

For the gift market there are soaps in wicker baskets, or larger baskets with a selection of products (£1.75-£16), and novelty soaps, including green wellington boots, Easter chicks and bunnies (£0.25-£2.75).

For the home there are soaps with colour-coordinated facecloths, designed

to match trends in bathroom colours (£3.75), and a range of room fragrance products (£0.75-£4.95). Also new is a collection of glycerine and citrus soaps and bath and shower gels (soap £1.55, gel £1.95). *Carronshore Marketing International, North Main Street, Carronshore, Falkirk SK2 8HT.*

Hands up!

Network Management Ltd have re-packaged the Sally Hansen nail treatments range.

The new line contains updated bottles in grey and orange packaging with white graphics. *Network Management Ltd, Marlborough House, 50 London Road, Brentford, Middx TW8 8JL.*

Ample Amplex

Ashe Consumer Products are backing Amplex deodorant with an "extra value" offer, and television advertising.

The promotion includes 25 per cent extra free on all six varieties of the 50ml roll-on, and 33 per cent extra free on the 150ml aerosol, and will run through until the early Summer or while stocks last.

And from May through to August and in November and December the ten second commercial — "Don't get a complex get Amplex" — will run on Channel 4 and on ITV in Central London and Southern regions, say *Ashe Consumer Products Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey.*



The following column lists advertisements for chemist merchandise in the IPC women's Press during March. The magazines are divided into weeklies (W), monthlies (M) and teenagers (Y).

Abbott Cystemme	W	
Elizabeth Arden Millenium	M	
Anais Anais	W	M
Ashe Labs Sucron	W	
Ayerst BC500 Vitamins	W	Y
Bayer Limmits	W	Y
Beechams Shaders & Toners		Y
Silvikrin	W	M Y
Bowater Scott Libra		Y
Bristol Myers Glints		Y
British Tissues Dixcel	W	
Chanel No 5		M
Thomas Christy skin care		M
Clinique		M
Colgate Palmolive Colgate		Y
Combe Lanacane		Y
Vagisil		M
DDD Blisteze		Y
Colour Run	W	
Dentinox	W	
Oz	W	
Christian Dior Capture		M
lid colours		M
Poison		M
Efamol Efamolia		M
Elida Gibbs Dimension	W	Y

Pears	W	
Timotei		Y
Evans Medical Nylax	W	M
Guerlain		M
Houbigant Ciao		M
Calvin Klein Obsession		M
Lancome Noisome		M
G R Lane Olbas Oil	W	M Y
Quiet Life	W	M
Larkhall Labs Omniped	W	
Estee Lauder		M
Lilia White		Y
Mason Pearson		Y
Mentholatum Stop'n'Grow		Y
Milupa	W	
National Pharmaceutical Association	W	
Neutrogena	W	
Newton Traditional		
Remedies	W	
Nicholas Labs Almay		M Y
Feminax		Y
Noxell Covergirl	W	
Numark	W	
Optrex Famel	W	
L'Oreal Dulcia Vitality		M Y
Elnett		M
Peaudouce	W	
Reckitt & Coleman Senokot	W	
Rimmel	W	Y
Roc		M
Yves Saint Laurent Belitze		M
Opium		M
Vidal Sassoon		Y
Tambrands Tampax	W	M Y
3M Health Care Buf Puf	W	
Vestric Chemists	W	M
Vichy Les Florales		M
Les Nutratives		M
Warner Lambert Metatone	W	
Wella Nutracare	W	
streaking kit		Y
Stylite	W	
Tonique	W	
Wellcome Calpol		M
Whitehall Labs Immac		Y

COUNTERPOINTS



Mennen sticks for ladies too

Mennen are hoping to exploit the success of their Speed Stick deodorants in the fast-growing stick sector with the launch next month of Lady Speed Stick. At the same time, two new antiperspirant variants for men will complete the range.

Lady Speed Stick comes in three variants — unscented, scented and powder fresh. The packs, in blue, pink and green pastels are rounded, in contrast to the angular tops of the male variants. The company says the female stick sector showed 73 per cent growth in 1986.

The range will be introduced at a special price of £1.25 for 1.5oz flashed on pack, against an rsp of £1.59, and will be backed by a £1.1m national advertising campaign through the Summer. A women's Press campaign will run concurrently with television advertising.

The campaign will focus on Lady Speed Stick's dry, non-staining formula, and its non-stinging, non-alcohol base. Cross promotions across the range will follow the media campaign. Purchase of Lady Speed Stick will entitle consumers to a 50p bounce-back on male deodorants. The company claims total below the line support of £1m.

The new male antiperspirant deodorants — fresh scent and spice — will carry an introductory price of £1.35 for 2.25 oz (rsp £1.39). While fresh scent is a new



Elida Gibbs are offering a free pack of ten notelets with proofs of purchase from promotional packs of Timotei shampoo and conditioner. They carry one voucher each on conditioner and the 200ml shampoo, and two on the 400ml shampoo. The company is spending £5m this year on television and Press advertising, a £1.3m television campaign having run prior to the notelet promotion. *Elida Gibbs Ltd, 43 Portman Square, London W1A 1DY*

fragrance, the spice variant reflects the number one position of spice among Speed Stick deodorants, say Mennen. Distributors: *Chemist Brokers, Division of Food Brokers Ltd, Milburn, 3 Copsem Lane, Esher, Surrey KT10 9EP.*



David Anthony
Pharmaceuticals
announces

“FUJI FUN CLUB”

for further details contact your
agent or direct from

David
Anthony
Pharmaceuticals Ltd

Spindus Road, Spoke Hall Industrial Estate, Liverpool L24 1YA
Telephone: 051-486 7117 Telex: 629846 Hermes G Fax: 051-486 5955



Special
summer-
long
buying
terms

Prize
draws
each
month
from May –
August

£1 million
TV + press
support

200
tremendous
prizes
must be
won



It's new, for Sure!

Elida Gibbs are relaunching Sure antiperspirant with new packaging, new point-of-sale material, special prices and added value packs, a new variant and two new versions of the "tick" television commercial.

The new pack design retains the "tick", now in a silvered metallic finish with graded pastel colouring and background etching. The Sure name also has a more modern graphic, while variant names are "handwritten". Sure for Men retains its all black can, with red tick.

A new variant Sure active replaces

unscented, which the company says does not offer sufficient growth potential to merit its place. Active, packaged in turquoise and silver, is available in aerosol and roll-on form, and is said to be a high performance product for people "working hard and playing hard".

Below the line, Elida Gibbs are running a 25ml extra free offer on aerosols, with 175ml packs at £0.99 rrp and 225ml packs at £1.25 rrp, the first time such a promotion has run on the larger aerosol.

On roll-ons, special price marked packs will be on offer at 59p until the end of May, on all four variants, while Sure Solid sees the addition of a cool blue variant, and a flashed low price offer of £1.19.

The complete range is available in special POS packs. The five aerosols in a 25 can pack shelf-pack, the four roll-ons in a 20-pack and the three solids in a 12-pack.

The company claims a £3.5m spend on its national advertising campaign. The two new commercials, a range commercial filmed in the "urban jungle" of the Far East, and an Active commercial supporting the new variant, will run from May through to September. The company will also be advertising in the women's Press in May, June and July. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

For mum

Potter & Moore are offering £1 off five products in their Wild Rose range, with Mother's Day in mind.

The products are hand & body lotion, liquid soap, foaming bath oil, soap drum containing 2 x 100g soaps, and bath grains. The offer runs throughout March and April. *Potter & Moore Ltd, Lincoln Road, Werrington, Peterborough PE4 6ND.*

Cardin take a holiday

Parfums Pierre Cardin are running holiday season promotions on their male and female fragrances.

The Pierre Cardin Pour Monsieur range features a canvas-finish toilet bag, trimmed with a red and blue carry strap and clip buckle. Inside is a 40ml vaporiser and a 50g deodorant (£9.95). For the ladies, the Choc de Cardin toilet bag comes in shocking pink trimmed with

indigo. It contains a 30ml eau de parfum, 50g talc, and 40g soap (£7.95). *Parfums Pierre Cardin, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

Get on line with Quant

Mary Quant are introducing Line Up, a new eye pencil to replace their current kohl pencil.

Line Up (£2.95) comes in six shades and is being promoted with Peep Eyes, Action Lash and Loads of Lash. *Mary Quant, Max Factor House, Watermans Park, Brentford, Middlesex TW8 0DS.*

On the spot

Clinique are adding Anti Blemish Control Formula (15ml £5.25) to their men's skincare range.

The cream comes in two shades, tawny and medium, and is designed to cover the spot while helping it to dry up. *Clinique Laboratories Ltd, 54 Grosvenor Street, London W1X 9FH.*

Big spenders

Polaroid announced at their recent sales conference that they will be spending £4m to support their products this year.

Promotions are to include Press and television advertising, PR and trade deals. Business use of instant photography is being promoted from next month and through the Summer and trade deals are to be offered to help increase film and video sales, say *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.*

Tabu travels

Dana Perfumes are promoting Tabu with a promotional twin sachet of 10g of hand and body lotion, packed in slim non-crushable plastic wallets (£0.75). They carry a voucher for 50p off the purchase of any Tabu bath range product. *Dana Perfumes Ltd, 45 Crusoe Road, Mitcham, Surrey.*

Bayer's big buzz for Autan

Bayer have added sachets and a new stick size to the Autan range of insect repellents, which has been repackaged and is being supported by a £500,000 advertising campaign.

Each sachet (£1.59, box of ten) contains moist wipes. And the Autan stick is now 50 per cent larger (£1.69, 30ml) and



along with the spray and gel, comes in new red and yellow packaging designed to give a more cosmetic image.

Throughout the summer the whole range will be backed by a mystery shopper trade promotion, new POS material, and a £500,000 television campaign, say *Bayer (UK) Ltd, Bayer House, Strawberry Hill, Newbury, Berks RG13 1JA.*

NOW THERE'S A WISE CHOICE FOR THE YOUNGER GENERATION



A CONTINUING FORCE IN THE PHARMACY

Junior Panaleve is the newest addition to the 'Quality Care' range of Pharmacy only brands from Leo Laboratories.

A sugar free paracetamol elixir with a pleasant banana taste, Junior Panaleve is a wise recommendation for pain and fever relief in children and babies over three months.

And with a heavyweight \$200,000 promotional campaign you can be sure your customers will be seeking the right choice from the right place everytime: exclusively in your pharmacy.

For further information, contact the OTC Department, Leo Laboratories Ltd., Longwick Road, Princes Risborough, Bucks HP17 9RR, Tel: 08444 7333.

Opas, Opazimes, Emoform and Panaleve are registered trademarks.



DEDICATED TO
THE PHARMACY

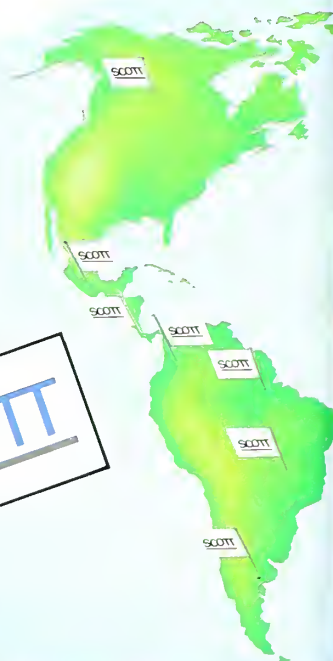
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Outright brand leader, increasing to 32% share (1986)*

Over twice the size of any other brand and growing fast, up 10-20% year over year.*

Biggest, most consistent advertiser, spending £7 million on advertising in 1987, yet again investing more than the rest of the market put together.**



No. 1 economy brand.



The Pocket Pack.

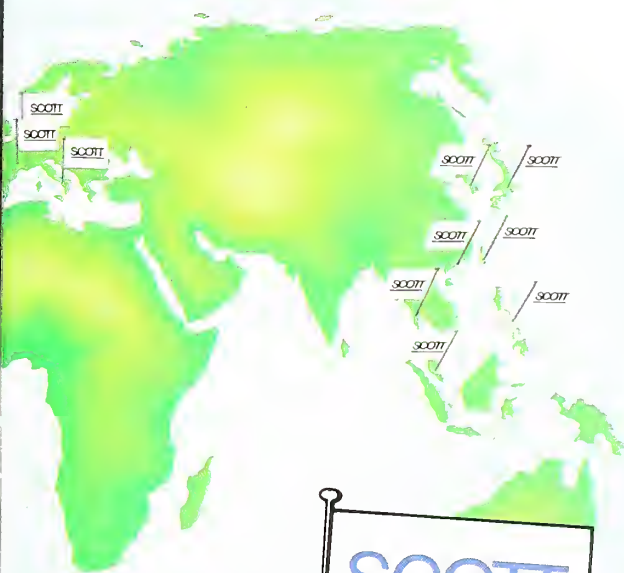


'The thirstiest kitchen towel there is.'** No other brand is as absorbent.

1987 planned TV spend alone is more than has been spent on the whole category over the past five years.**

Dominant brand leader, over twice the size of its nearest branded competitor and still growing.**

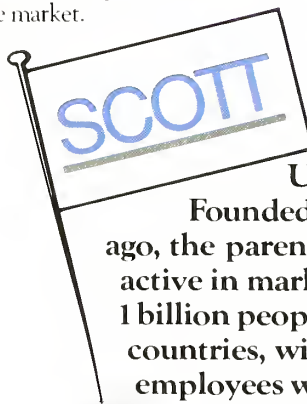
ME IN TISSUE.



Bigger value. Better choice. The innovator.



The value-for-money pack that's growing the market.



Scott Limited now holds 37% of the total UK tissue market.*

Founded over 100 years ago, the parent company is active in markets serving over 1 billion people in 60 different countries, with over 35,000 employees worldwide.

Scott has built, and maintains a portfolio of major brands securely positioned as leaders of growing market sectors. Through our policy of product development, consistent quality and effective promotion, we mean business; delivering value-for-money to your customers and best-selling brands to you.

THE BIGGEST NAME IN TISSUE

SCOTT

SCOTT LIMITED

Scott Limited are responsible for the marketing and distribution of all Sancell products.

The Baby Wipe market almost doubled between October 1984 – October 1986, stimulated by the launch of Baby Fresh.**

The No. 2 brand in under 2 years.**

Aiming for No. 1, through superior product quality backed by TV, specialist baby press, Bounty Bag samples and major promotion.



JOIN THE Vaseline

CARING & SHARING PROMOTION

See your Chesebrough-Pond's
representative for details

Help raise
£10,000

for National Society
for Prevention of
Cruelty to Children

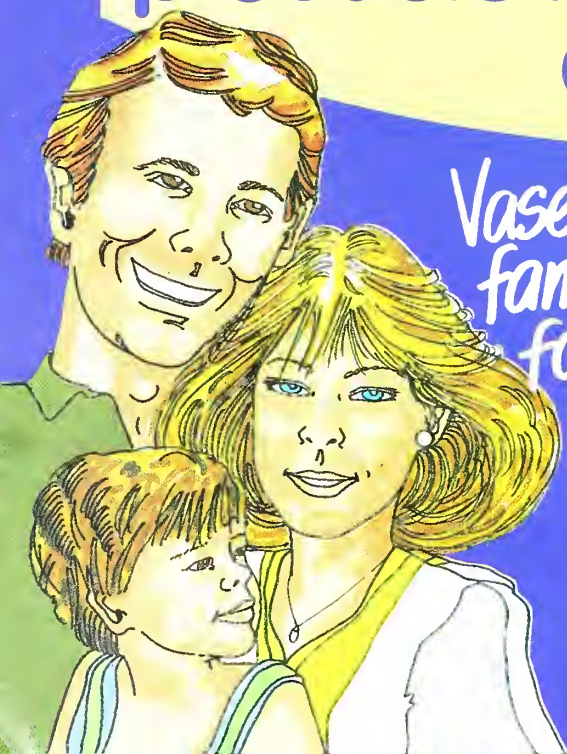
NSPCC



National
Childrens
Home

Childrens Charities when
your customers buy any of
these well known Vaseline
products from your in-store
display.

*Vaseline... a range of
family products to care
for your profits*



A glimpse of the future . . ?

The Britchem organisers are looking much further ahead than March 7-8 — the dates of the Birmingham NEC show. They're looking at the Pharmacy of the Future and the star of the show is Sales Television, an instant information system for pharmacists (see below).

Britchem claim to be avoiding the traditionally low attendance weekdays by opening on Saturday — and they believe their Gala Ball at the Metropole Hotel will tempt the crowds in for a weekend visitor package arranged with British Rail and local hotels, at around £150 per couple.

Other features in the exhibition include two seminars on the Saturday: one on alternative medicine and one on eye care. Exhibitor J. Barrie Thompson,

managing director of **Pharmaceuticals International**, has organised an alternative medicine meeting because, he claims, most pharmacists don't know enough about the subject. He will be at **Stand no B5** and the seminar will be held at 2.30pm.

Coopervision are setting up the eye care seminar at 11.30am. This will be presented by the Northern division sales manager, Peter Mottram, and will include

a video starring Sandra Dickinson and Peter Davison.

The exhibition has been organised by a steering committee, co-ordinated by marketing consultant John Kerry, and chaired by Tabcon managing director Jack Jones. Members are Numark managing director Trevor Dixon, Vestric marketing manager Alan Turner, Tony Hodges, managing director of Torbet Laboratories, and three pharmacists: Mike Smith, Don Hodson and Paul Clark.

And as a final temptation there are the prizes on offer in Britchem's draw on March 10: a Volvo; weekend breaks in the UK and Europe; a week for two on the Costa del Sol and a set of children's Encyclopaedia Britannica.

Pharmacy on the small screen

Retail pharmacists are soon to become part of a "new technology" consumer advertising and trade communications network.

April 1 sees the launch of the Independent Broadcasting Authority's Packet 31, which transmits data on just part of a spare line on the existing 625-line television picture system — already used to carry the IBA's Oracle teletext output. And one of the first services available is being provided by a newly-formed company set up by the Sales Television Ltd team specifically to take advantage of the development.

The system's potential will be demonstrated to pharmacists at Britchem next weekend (*C&D* February 21, p332) and the go-ahead has now been given for "live" trials to begin in R. Gordon Drummond branches in April or May. From there, Sales TV hope to expand rapidly into other groups, and into independents with the co-operation of wholesalers and pharmaceutical organisations.

Key to the retail end is an enhanced BBC Master series computer, in which a speeded-up processor and queueing control allow the micro to handle up to eight functions virtually simultaneously. These functions are likely to include a TV-style monitor placed in the pharmacy window, another near the script/OTC counter, and one in the dispensary — all fed from the one computer.

The "public" screens will carry customer advice and information, plus

product advertisements, with emergency numbers among proposed topics for the window when the shop is closed. The dispensary monitor will have access to information databases and can be used by Sales TV to disseminate urgent messages — drug recalls for example — simultaneously to all participating pharmacies.

Start-up text and advertisements are to be provided on floppy disk, but pages can be instantly updated by transmissions via Packet 31, the incoming data being handled by a special decoder located between the aerial and the system. In turn, the pharmacy can contact the host system via a telephone modem, allowing specific advertisements to be "turned off" when a product is out of stock, for example.

Printers can also be attached to provide hard copy, and in due course it may be possible to use the system to transmit orders to suppliers — pharmacy groups are already said to be enthusiastic about the "mailbox" facility it opens up with their branches.

Advertisement revenue will be shared with the pharmacies, which can individually choose to include pages unique to them: it is suggested that addresses of public services or local advertisements would be suitable material. This income will offset the capital cost of the hardware — expected to be in the region of £1,500, depending upon the equipment already available in the pharmacy (leasing arrangements also available).



Peter Woolsey and Amanda Homoky of Sales Television Ltd

Most national advertisers on the system will be offered "limited exclusivity" — there will be only one toothpaste, for example, but that would not preclude an alternative being shown among a symbol group's current consumer promotions. However, advertisements for medicines will introduce a selection of perhaps five products in any one category, coupled with advice along the lines of "Ask the pharmacist if one of these would be suitable for you".

Graphics quality is much higher than on current teletext services, allowing quite detailed pack representations on advertisement pages. And for local advertisers, there are standard images available to precede their name and address. An advertiser's message is in view for some ten seconds — usually five seconds graphic and five seconds text — and with a full cycle would be repeated approximately every four to six minutes.

More details from marketing director Vera Buckingham on 0625 530570.

A Chance to Advise

Since the announcement of the forthcoming deregulation of 1% topical hydrocortisone, it is widely accepted that this will create

Better Opportunities ...but for who?

For the consumer, it will naturally ease the process of obtaining an effective treatment for a wide variety of skin irritations.

Additionally, your role will be further expanded as the public will more frequently seek your assistance and advice. All this adds up to...

Increased responsibilities ...but whose?

yours of course, but at Care Laboratories we feel that the responsibility of informing you, helping you train your staff, and helping to advise the public falls heavily on our shoulders too.

So Care Laboratories have produced a comprehensive information pack about Medicort and its uses – 'A Chance to Advise' – for you, your staff and your customers.



**FREE
Information
Package**

NEW from the makers of Savlon
Medicort TRADE MARK 
Hydrocortisone Cream

Care Laboratories Limited, Wilmslow, Cheshire.
Tel: 0625 535577
A subsidiary of Imperial Chemical Industries PLC.

Please send me the following (tick appropriate box)
☐ Free loan video 'A Chance to Advise'
Details of how to order 'Medicort'
Name _____
Pharmacy Address _____
VHS ☐ Free information package ☐ Beta

Where there's a Tillotts

Tillotts are encouraging pharmacists with an incentive scheme during Britchem at **Stand no C32**. This will mean that Tamofen will be offered at reduced prices in varying parcel sizes, and regular orders can bring in portable stereos as well. Sulpitil will also be at reduced prices during the show. *Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS.*

Precisa-ly

On **Stand no B49**, Precisa will be showing their new low profile Viscount tablet and capsule counter, which replaces their model 1. The new product has been made with the strict liability clause and OPD in mind, say Precisa; it can be converted to a balance if the counter becomes redundant. *Precisa, Radlett House, West Hill, Aspley Guise, Milton Keynes MK17 8DT.*

Feel the heat

There'll be hot stuff at **Stand no F27**, where Hotpack Ltd will be showing their reusable heat pack Hotmates for the first time. Made by Edeco Developments Ltd, the thermogel range of Hotmates was initially meant for soldiers in Arctic conditions. When triggered they release about 135°F/57°C and they can be recharged in hot water over 100 times, according to the company. *Hotpack Ltd, 16 Poplar Rd, King's Heath, Birmingham B14 7AD.*

New looks

Two firms are using Britchem to launch their new identities: **Munns Brothers**, who are now trading as **Classic Photo Service**, have been redesigned, and will be showing their new look stationery, POS material and their range of photofinishing services (**Stand no B39**). And **BFN Showrax**, who took over Myers Dispensaries recently, will be taking the opportunity to give a **Showrax-Myers** presentation on **Stand no B11**; a package for the front shop and dispensary combining both divisions' systems. *Munns Bros Ltd, 45 Camden Street, Birmingham B1 3BP and BFN Showrax, Tower Works, Lower Road, Gravesend, Kent DA11 9BE.*

Regency period

On display at the Regency Film Services **Stand (no G19)** will be their newly designed point of sale material. Regency offer a 24 hour colour print service and are hoping to pull in Midlands business at the show. *Regency Film Services, 476 Hertford Road, Enfield, Middlesex EN3 5QU.*



Britchem babies

This year will be the first time Baby and Child have exhibited at Britchem. They will be showing their Babydiner portable high-chair, that attaches to the table top and folds flat when not in use and a range of three folding travel cots — the Luxi, the Piccolo and the Siesta (**Stand no B51**). *Babydiner Ltd, Craigluscar Road, Dunfermline KY12 9JA.*

Street specs

"Street cred" is what Carrera claim their Sunjet range of sunglasses has. Aimed at the 15-25 market, the glasses will retail at around £18-£20, and come in brown and black, as well as fluorescent blues, yellow, reds and pinks. The range will be shown by Optyl at **Stand no F25**. *Optyl Eyewear Fashion International Ltd, Optyl House, 19 Colindale Avenue, London NW9 5DS.*

Drawing the lines

Visitors to the Merrell Dow **Stand (no C1)** might not come away empty-handed. All customers placing transfer orders will be entered in a prize draw, to take place on the Sunday at 7.30pm. The winner will be presented with £75 worth of Merrell OTC products, and there will be prizes of £50 and £25 worth of goods. *Merrell Dow Pharmaceuticals Ltd, Stana Place, Fairfield Avenue, Staines, Middlesex TW18 4SX.*

Ameda on show

Egnell-Ameda, the UK subsidiary of Ameda AG, Switzerland, will be exhibiting their electric breast pump on **Stand no G21** this year. The company is marketing a range of surgical suction pumps to hospitals and will be displaying a range of breast pumps for chemists' sale. The electric, battery and hand-operated pumps will be on display. *Egnell-Ameda Ltd, Quarry House, Mill Lane, Uckfield, East Sussex TN22 5AA.*

Stand with the brand

A share of the own-brand natural skin care and toiletry market is promised to independent pharmacies by Good Nature. They are displaying a new labelling scheme for the first time at Britchem (**Stand E35**). Costing from £175, the scheme is based on using the company's stock bottles and jars, with product titles held by Good Nature. Clients have three labels designed and printed: two sizes of background label to take the product title, plus one for the back of the container for legally required information. These labels are stored at Good Nature. The client then orders, and is invoiced, in the normal way — but the product arrives with the client's own label. *Good Nature, 42 High Street, Bidford-on-Avon, Warwickshire B50 4AA.*

Fuji moves

For the first time Fuji will be exhibiting at Britchem and they say this reflects the increasing number of minilabs now being installed in chemist shops. On their **Stand (A3)** they will be showing the 23M, the latest of their minilabs which processes a roll of film in 23 minutes, according to the firm, and takes up a floor space of 1.8 square metres. *Fuji Photo Film (UK) Ltd, Fuji Film House, 125 Finchley Road, London NW3 6JH.*



Modifast worker

Modifast are showing their Shaker this year (**Stand B47**). These are now available free of charge in return for two Modifast box tops. *Clinical Dietetics Division, Wander Ltd, Station Road, King's Langley, Herts.*

Computer view

Two pharmacists, Martin Merriman and Gordon Harwood, have joined forces to present their hard and software on **Stand no F23**. Products on display will include Merrimans Fastlabel and, Gordon Harwood Computers' single disc Amstrads and 20Mbyte Opus. Business software programs suitable for pharmacies will also be on show. All computers are available by mail order. *Merriman Software, 4 Town Hall Buildings, Corbridge, Northumberland.*

Spooner the better

Mr Spoony Marketing (Stand F19) are now making medicine non-spill spoons boil proof and dishwasher proof and in tough polypropylene.

All Britchem visitors will be shown how Mr Spoony can be supplied with a stopper to enable a measured dose to be carried to school by a child. The spoon can also be used to introduce babies to their first drinks. *Mr Spoony Marketing Ltd, 6 Bishops Walk, Coventry CV5 6RE*

Choc around the clock

Cadburys (Stand C34) are now out to sweeten up the chemists market, and they're making a move to prove their case by exhibiting at Britchem.

The company says the UK confectionery market is now worth £2.9 billion and is Britain's biggest packaged food market. Once newsagents and grocers are accounted for, it claims, chemists and other confectionery outlets hold a 27 per cent stake of the confectionery market. Display units designed for the chemist, which can be

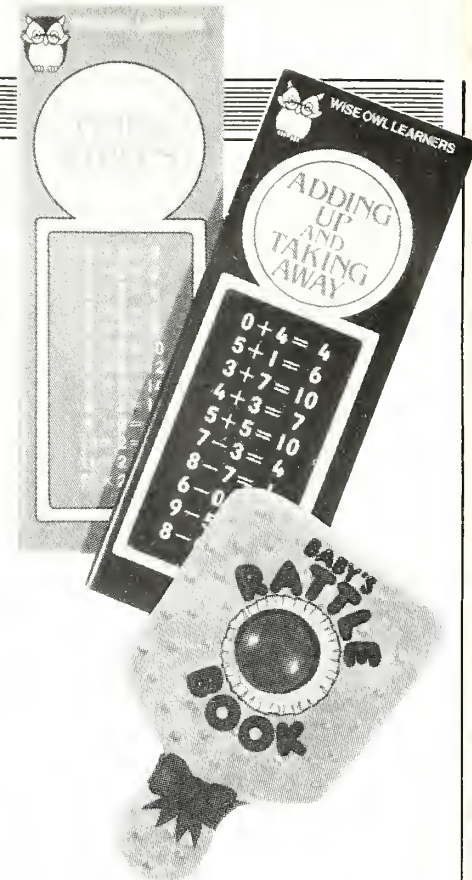
attached to the cash register, will be exhibited. These are available free on loan and a Cadbury representative will call every four to six weeks to offer advice. *Cadbury Schweppes plc, 1 Connaught Place, London W2.*

Make it snappy

Noritsu's QSS-901 mini-lab will arrive at Britchem after the company's own roadshow — the "great mini-lab print run". The lab operates with "rapid access" chemistry, and the firm claims a dry to dry process in 19 minutes. This starts off a new range of mini-lab systems (Stand no A23). *Noritsu (UK) Ltd, Chapmans Park Industrial Estate, 378 High Road, Willesden, London NW10.*

Owl you doing?

On Stand no D28, World International Publishing will be displaying a new range of educational books for children. The Little Owl series includes First Readers, Easy Learners and Nursery Rhymes — all at £0.75 — and a range of "Superstars" featuring characters such as My Little



Some of the World International's titles

Pony and Fireman Sam — at £0.99 each.
*World International Publishing Ltd,
Egmont House, PO Box 111, 61 Great
Ducie Street, Manchester M60 3BL.*

It's an education— and there's fun to be had after school

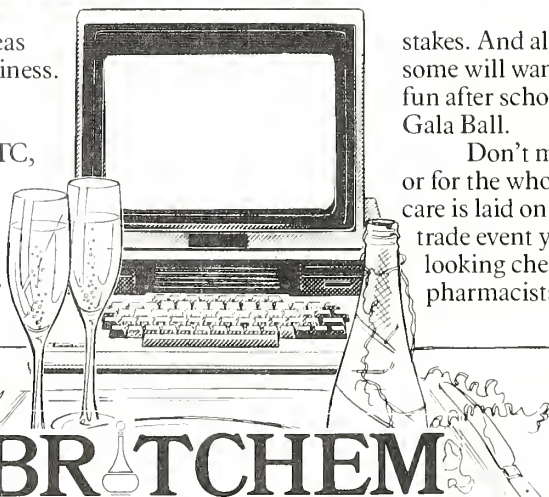
Catch up with the latest ideas from the biggest names in the business.

Keep up with the newest developments and business opportunities in fields such as OTC, cosmetics and photography.

All visitors to Britchem—pharmacists or their assistants—will give themselves a head start in the "pharmacist of the future"

stakes. And along with this education some will want to treat themselves to fun after school—an evening at the Gala Ball.

Don't miss Britchem. For a day, or for the whole weekend (professional care is laid on for children) it's the best trade event yet for the forward-looking chemist, planned for pharmacists by pharmacists.



BRITCHEM

**THE BRITISH CHEMISTS' EXHIBITION, NEC,
SATURDAY 7 AND SUNDAY 8 MARCH 1987.**

Exhibition and weekend package details from Tabcon Marketing Limited, The Courtyard, 14 Muswell Hill Road, Highgate, London, N6 5UG (telephone 01 444 1777).

OPENING HOURS:
Saturday March 7.
2.30pm—7.00pm.
Sunday March 8
10.00am—9.00pm.

Eyecare in perspective

The Optical Information Council is a non-profit organisation promoting generic information on eyecare services and products available from registered opticians. Although funded voluntarily by optical manufacturers and professional opticians, it claims to be impartial in the information given. Here are some of the more common questions it is asked.



Q. How often should eyes be examined?

A. Unlike teeth or feet, eyes rarely let you know if anything is wrong, so regular eye examinations are important to detect unsuspected problems, as well as for maintaining the best possible vision. A full eye examination at least every two years is recommended for everyone. But some groups of people need more frequent checks: once a year for the over 60s because of the higher incidence of eye disease. At the onset of presbyopia, around age 45, frequent changes of prescription may be needed for a while and early rechecks may be suggested.

Parents often neglect to take their children for eye examinations, wrongly believing that simple checks carried out by health visitors and school nurses will pick up any sight problems. But because vision is learned, the sooner any focussing defects are found the better. After the age of eight or so little can be done to improve the capacity for good vision if it has been impeded by a sight problem. In any vision screening exercise involving a group of children, it's always found that several have unsuspected vision problems. So parents are strongly advised to take young children for a full eye examination with a registered optician. The first examination is advised around the age of two, with return visits perhaps every year or more frequently. Special techniques are used so it's not necessary for the child to be able to read.

NHS eye examinations are still free of charge to everyone.

Q. What happens at an eye examination?

A. An eye examination falls roughly into two parts: checks on vision and checks on health. Questions about general health, family medical history, current medication and so on may be asked, as well as any specific visual difficulties, type of job and leisure interests.

The major check on eye health is with a hand-held ophthalmoscope which allows the

blood supply to the retina to be observed and abnormalities to be picked up (including those caused by diabetes, hypertension and glaucoma); further checks may include specific tests for glaucoma. Then using a retinoscope at arm's length from the patient, the optician arrives at an objective view of the corrective lenses needed for distance vision and the familiar letter charts and trial lenses are used to cross-check findings. Further tests are made to determine muscle balance between the eyes, field of vision and corrective lenses needed for reading and close work.

At the end of the NHS eye examination the practitioner must hand a written prescription (if necessary) to the patient. Any abnormalities such as cataracts or infections will be referred to the patient's doctor or occasionally direct to a hospital eye department if urgent.

Q. How do I find a good optician or contact lens practitioner?

A. A list of qualified registered opticians, compiled by the local family practitioner committee, is kept at libraries and main Post Offices, or for quick reference, practice addresses are listed in Yellow Pages.

Most people can now take their written prescription to any spectacle supplier. The easiest way to identify a properly qualified optician is to look for the "QO" sign on the practice door or window. Only qualified opticians, registered with the General Optical Council, can display the sign.

Most ophthalmic opticians and some dispensing opticians fit contact lenses. Qualifications indicating special studies in contact lenses include DCLP, CL Cert, FADO (Hons) CL, but many practitioners without these letters are fully qualified. To get a true comparison of charges ask how many check-ups are included in the fee, whether an insurance scheme is offered and so on.

Q. What is cataract and what can be done

about it?

A. When the normally clear lens inside the eye becomes cloudy it is said to have a cataract. This happens to many older people although often the cloudiness will not interfere with vision enough to be troublesome. Cataracts can also occur after a severe eye injury or be present at birth.

If the lens becomes so cloudy that vision is severely affected, like looking through a steamed-up window, the only answer is a straightforward operation to remove the lens, allowing more light to pass through again. There is no exact time when the cataract is "ripe" for operation: the right time is usually when poor sight is making life very difficult. During the operation, an artificial lens may be implanted in the eye; or spectacles or contact lenses can be used to restore good vision after the operation.

Q. Now NHS glasses have been stopped, how much will spectacles cost?

A. A "cash voucher" system to replace the old NHS glasses was introduced on July 1, 1986. Among those eligible are children under 16, full-time students under 19 and all those receiving supplementary benefits. In contrast to the limited range of NHS frame styles, which remained almost unchanged from their introduction in 1948, the cash vouchers can be put towards the cost of any choice of frame and lenses. The basic voucher is worth £14.25 with vouchers for higher values being issued according to the prescription needed to a maximum of £66 for some complex bifocals.

To meet the demand for alternative frames at low prices, budget ranges are now available from registered opticians. Some frames start from under £10 and the all-in cost for frame and lenses may be as little as £15. For those who want a wider choice of more stylish glasses, the cash vouchers can be put towards the cost. High fashion frames cost from £30 upwards, plus lenses.

The voucher scheme is of particular benefit to children, allowing a free choice of the good range of frames which have been designed particularly for children's special fitting needs. Again registered opticians can offer styles starting around £15-£20 complete with lenses.

Full details of the new voucher scheme are set out in DHSS leaflet G11, or any registered optician can help.

Information leaflets on all aspects of eyecare, including sunglasses and eyecare after cataract are available (send sae) from the Optical Information Council, Temple Chambers, Temple Avenue, London EC4Y.

This is the latest in a series of articles based on the most frequent questions put to patient self-help groups. Pharmacists may also find themselves challenged with similar questions.

Decrease . . . at a loss?

How pharmacists can be enthusiastic with a remuneration decrease to a 5 per cent on-cost, I am at a loss to understand. It is time that we as professionals were paid a professional on-cost percentage. I would be enthusiastic and overjoyed with a 20-25 per cent on-cost fee, rather than depressed with the present figure.

It is also time that we had a real team looking to our interests and negotiating a satisfactory increase, rather than a decrease.

B. Black
London E12.

On improving communication

Could I make a few comments about Alan Nathan's article (*C&D* February 7, p198). He is quite correct in identifying the need for better communication, though it has improved in recent years. To help with this there are regional representatives at Council meetings. I have campaigned for some time for branch representatives as a direct link. Owing to the low frequency of regional meetings, events become out of date and not much filters through to branches. I quite realise there are more branches than regions but the difficulties are not insurmountable and in a few years every branch could have direct appreciation of the problems and discussions at Council.

Secondly the Society has "governed" its members over the years with the "bluff of fear" — the fear of the Society's power, whether real or imaginary. The various court judgments in all the cases when the PSGB has been challenged have meant the stripping away of a bit more of its assumed powers. Hence the apparent lack of desire to fight on more big issues, lest its powers be further reduced. I am not criticising but pointing out real difficulties.

Lastly there is the problem facing every Council member — that of having to accept dual responsibility. Originally the Society's sole purpose was to look after the interests of pharmacists, and membership was voluntary. Over the years it accepted legislative responsibility in the interests of the public which could be contrary to the interests of pharmacists (membership also became compulsory if one wished to practice), and led to the frequent grouse of the Society being prosecutor, judge and

jury in deference to public interest and responsibility.

Is it because of this that we have seen the growth of organisations formed in the interests of certain groups of pharmacists? The PSGB wishes to bring in section 66 but the DHSS is loathe to grant this and give more power to a quasi-state body. Perhaps this is something to think about if ever a new Pharmacy Bill is considered.

Alan Nathan has done a service in endeavouring to explain some of the problems and actions of Council and to break down the concept of "Ivory towers and us".

Mervyn Madge
Plymouth.

Good reason for research results

We read with interest the correspondence from R.J. Tomlinson of Wilmslow and your reply (*C&D*, February 14, p207).

While we do not deny the right of Mr Tomlinson to comment on material which is published in *C&D*, surely he accepts that one of the purposes of the publication is to make pharmacists aware of new trials and research developments. Whether well-qualified and presumably well-informed pharmacists accept the results of uncontrolled studies of a small group of volunteers is another matter.

With regard to the trial itself, we admit to a vested interest, as Pharmaton has been involved in a 25 year world-wide research programme of studies into the effects of vitamins and herbal remedies. We would, however, point out that our trials are usually on a controlled double-blind basis, include a placebo and do not only rely on subjective findings.

Our experience is that we welcome the publication of research results in the *C&D*, rather than the popular press which often has a knack of creating hysterical headlines. This has the effect of damaging the professional integrity of the pharmaceutical industry and upsets those involved in serious research.

Finally, may we comment on your phrase "fringe medicine" which suggests something marginal and outside the mainstream of pharmacy. As you state, there is a growing interest in nutrition, and for many pharmacists supplements represent a fair proportion of their turnover.

This, in itself, is a further reason why *C&D* should continue to be a source of information for pharmacists who are receiving an increasing number of inquiries on nutrition.

W.T. Draper
Pharmaton Information Bureau.

Boost for BPA

Well done, Alan Nathan! You are now encouraging BPA policy with regard to the holding of referenda on important issues, such as supervision. As you should be aware it depends on Council asking questions to which the membership can reply. It is not people, if by people you mean ordinary pharmacists, who are to blame if Council decisions are wrong. Council takes the ultimate decisions. It must accept responsibility if it is to be taken seriously. The buck stops there.

For Council to exercise responsible judgment it must refer openly and democratically to all members to inform them of topics in the pipeline, and give the membership ample opportunities, including referenda on occasions to reply. However, don't worry, Mr Nathan. Soon more BPA members will join you on Council to give you the support needed for our ideas to be adopted.

Charles Flynn
Chairman, BPA (UK) Ltd

Down-lining?

In the absence of notification by the National Pharmaceutical Association, my last letter (*C&D*, February 7, p222) merely set out to explain why our labelling systems were no longer being recommended by the Association. I also wished publicly to express my gratitude to those at the NPA who have supported my company's products and its long term aims. However, I feel that some of the comment in John Goulding's reply was petty and uncalled for, and cannot go unchallenged.

The NPA should not need reminding of the fate of numerous companies who have attempted to sell systems backed up by low cost maintenance charges, nor that it is unwise to consider cost alone. Our charges are sensible, and comparable with, if not less than, most current major suppliers, yet we provide more benefit. Those visiting our premises have been impressed with the facilities.

The letter from Mr M.A.J. Sinclair clearly indicates this to be worthwhile, and is typical of the many we receive. Other examples are pharmacists who have had equipment stolen or damaged, yet receive a complete replacement system without quibble the next day. Our aim is always to enable the pharmacist to continue his business with minimum delay or disruption.

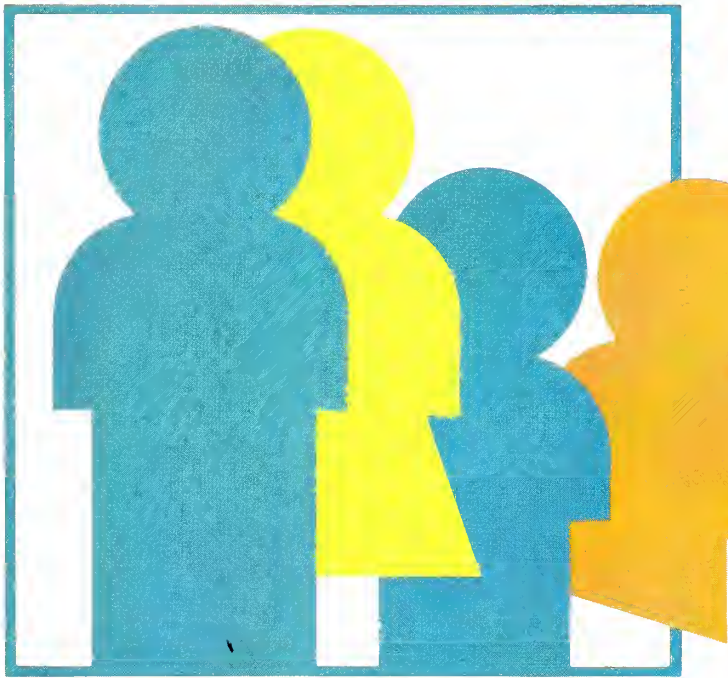
This is furthered by our recently introduced "Coversure" on-site service, carried out by a large and respected

Continued on p358

Chemist & Druggist 28 February 1987

HOW MUCH DO YOU KNOW ABOUT FAMILY HEALTH?

FAMILY



HEALTH



What range of products provides all the family's day to day remedies and is used for a whole variety of minor ailments?



Which comprehensive counter medicine range features an attractive pack with its own distinctive 'family' symbol?



Which range is very profitable for you and comes with permanent discounts as well as seasonal promotions?



Which range is appearing in dominant spaces in the popular Women's Press?



So, which range will your customers be asking for by name?



Family Health.



Who supplies the Family Health range?



Vetric Ltd, Hills Pharmaceuticals Ltd, Mawson & Proctor Pharmaceuticals Ltd, Herbert Ferryman Ltd, Northern Pharmaceuticals Ltd.

**WHEN YOUR CUSTOMERS ASK,
BE READY WITH THE ANSWERS.**

Please contact your local AAH wholesaler for range and price list



NATIONAL CONSUMER WOMEN'S PRESS ADVERTISING CAMPAIGN
FULL PAGE COLOUR AND MONO ADS. APPEARING FEB-JUNE IN PRIMA, WOMAN & HOME,
GOOD HOUSEKEEPING, WOMAN'S WEEKLY, TV TIMES, FAMILY CIRCLE.



Continued from p356

national company. Each pharmacy receives an annual maintenance visit, and in the event of breakdown, an engineer arrives on site, very often the same day, to effect the necessary repair or replacement. Our free trial systems too are now being installed on-site by trained demonstrators. In addition, programs are being constantly developed to keep existing users, as well as new buyers, up to date. Users with our earlier equipment are regularly offered generous upgrade opportunities which alone can make our maintenance charge well worthwhile.

I thus find it surprising that NPA staff found difficulty in justifying our charges. I must concede, however, as will most practising community pharmacists, that it is impossible to satisfy all customers, despite how hard we may try.

I would have thought Mr Goulding should have seen this in true perspective, both in relation to our vast number of quite satisfied customers, and in relation to complaints, of whatever nature, received about other systems.

John Richardson,
Managing Director, John Richardson Computers Ltd.

Time to act?

Xrayser is obviously one of the many pharmacists who have little time for drug misusers (*C&D*, February 7 p188). When I last challenged Xrayser on this (*C&D*, November 2, 1985 and November 23 1985) it was conceded that "the role of the pharmacist could be giving advice as to how they (addicts) could get help". He now says, in effect: "I haven't time for this, I'm not paid for it and I keep a 'tight shop'. I keep being interrupted when I am doing my routine work and these advertising campaigns are simply ego boosting."

It is regrettable that such an influential person as Xrayser infers that only when PSNC has negotiated payment for this role will he think about it. I hope that in keeping a tight shop he has not taken the "Health care in the high street" stand off display in case someone interrupts his routine by asking questions on the drug abuse leaflet or any other of the leaflets.

In the age of computerised medicine and prescriptions dispensed in original packs, an extended professional role as advocated by Nuffield is the only way

forward. I admit that Nuffield let us down by not saying clearly that the extended role must be paid for. If it had said this it would have been of considerable help to PSNC in negotiating payment for additional pharmacist time. I have no doubt, however, it would not then have appeared in the Government's Green Paper?

I know we have a fight on our hands, but how will we ever be paid for an extended role if we haven't one?

Henry Howarth
Nottingham

Up to date?

It is now February 20 and my local Boots still hasn't increased the price of Strepsils to £1.09. February 1 was the "effective" date. Who's holding back on the increases?

P.J. Rose
Credon

☐ A spokesman for Boots told *C&D* on Wednesday that the price should have gone up when the price increases were first announced. A reminder is being sent to branches in Devon and "there should be some movement in the next couple of days", the spokesman said.

If Palmolive were really serious about hair-care
they'd make a conditioner.

COMING EVENTS

College address

The College of Pharmacy Practice annual address and meeting is to be held at the Pharmaceutical Society headquarters in London, on April 9.

The address on "drug dependence and the pharmacist" is to be given by Dr Brenda Davies, beginning at 7pm. Refreshments will be available from 6pm. All pharmacists and non-members are welcome. The Schering award will also be made at the meeting.

Tickets from Rosemary Mitchell, administrator, College of Pharmacy Practice, Bell House, 111 Lambeth Road, London SE1 7JL (tel: 01-735 0418).

NPA in NW

The National Pharmaceutical Association's North West Region conference "Into the 90s" is being held at the Lord Daresbury Hotel, Warrington, Cheshire on April 5, 10am-4.30pm.

David Sharpe, PSNC chairman, is to

talk on the new contract and NPA director Tim Astill on other current topics. AIDS and the new diagnostics market will also be covered.

There is a dinner dance on Saturday April 4 at the conference hotel. Overnight accommodation will be available. Registration fee is £15 and there is to be an excursion for non-delegates on the Sunday. Bookings by March 6 to Mr M.J. King, NPA, Mallinson House, 40 St Peter's Street, St Albans, Herts AL1 3ZNP.

Monday, March 2

East Metropolitan Branch. Pharmaceutical Society. Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, E11, 8pm. Mrs Marion Walker, principal pharmacist, Redbridge and Waltham Forest Health Authorities on "District drugs formulary". Coffee from 7.30pm.
Leicestershire Branch. Pharmaceutical Society. PGMC Leicester Royal Infirmary, post-graduate lecture by Michael Burden, district pharmaceutical officer and Anna Kollo, staff pharmacist, drug information, Leicestershire H.A. on "Don't believe everything you read — an examination of medical advertising".

Tuesday, March 3

Bristol and District Branch. Pharmaceutical Society. Centre for Medical Education, Southmead Hospital, 7.30pm. Mr Reece Winstone on "Bristol in the 1950's".
Harrow and Hillingdon Branch. Pharmaceutical Society. Clinical Lecture Theatre, Northwick Park Hospital, 7.30pm. Dr P.C. Schober, MRCP with some facts and fiction about AIDS. Buffet by Wellcome Diagnostics.
North Metropolitan Branch. Pharmaceutical Society. Falcon

& Firkin Pub, Victoria Park Road. Annual general meeting, 8pm. Meeting with tour, demonstration and sampling of beer
South West Metropolitan Branch. Pharmaceutical Society. Lecture Theatre A, St George's Hospital Medical School, SW17, 7.15pm. A speaker from Unichem on "Business finance".

Wednesday, March 4

Barnet Branch. Pharmaceutical Society. nurses sitting room, Finchley Memorial Hospital, 7.30pm. Dr T.J. Meredith — senior medical registrar, Guy's and St Thomas' Hospitals on "Poisons Information Service".
Sheffield and District Branch. Pharmaceutical Society. Rotherham District General Hospital, 7.30pm. A "Parallel import debate". Ashwin Tanna, PSGB Council Member, and a representative of the Association of Pharmaceutical Importers discuss parallel importing.

Thursday, March 5

Slough and District Branch. Pharmaceutical Society. post graduate medical centre, King Edward VII Hospital, Windsor, 8pm. Dr M. Rudolf on "Asthma: the disease and its treatment".
Society of Cosmetic Scientists. Royal Society of Arts, 6-8 John Adam Street, London WC2A 6AJ, 6.30pm. The Baroness Phillips, JP, on "Cosmetics — does the customer get a fair deal?".
Hastings and District Branches. NPA and PSGB, joint meeting, post-graduate centre, Royal East Sussex Hospital, Hastings, 8pm. Alan Facer, MPS, NPA Board of Management, on current pharmaceutical topics.

Advanced information

United Kingdom Clinical Pharmacy Association. workshop on "Helping the patient with diabetes" on April 8 in Leicester. Cost, members £20, non-members £35. Information available from Linda Stephens, Pharmacy Department, Leicester General Hospital, Leicester LE5 4PW.
National Association of Women Pharmacists. residential weekend school on April 10-12 for anyone considering entering community pharmacy. Applications from Christine Glover, Glovers Pharmacy, 190 Morrison Street, Edinburgh.



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Jackel takes over Púr brand from LSR

Jackel International have expanded their range of baby feeding products with the acquisition of the marketing rights to Púr silicone teats, bottles and feeding systems business as of March 1.

Key management and sales teams from LSR Baby Products (UK) will join Jackel, increasing the company's sales force by about 20 per cent. Púr products will still be sold under the Púr brand but when current stocks are exhausted the packaging will include the Tommee Tippee name.

Jackel are convinced that last year's problems with silicone dummies breaking up — which also involved some teats — has been cleared up and will not affect sales. A new BSI is expected soon.

A \$4m investment in new tooling in the last quarter of 1986 has improved the teats, and age coding will help avoid children using the wrong teats, says the company.

The hygiene advantages of silicone over latex are being stressed to mothers and the market is moving over to silicone products which now account for some 15 to 20 per cent of sales of teats, and that's after being available for only two or three years, say Jackel.

Latest figures put Púr brand's share of the bottles and teats sector in independent chemists at around 14 per cent, Jackel claim. With the acquisition of Púr, Jackel hope to become a stronger force in the market. The company says that by 1988 the advertising and promotional spend for Tommee Tippee will have doubled.

Sharing Glaxo stock with US

Glaxo are planning to list their shares on the New York stock exchange, and possibly Tokyo after that.

The company share price rose in response to the news, which according to spokesman John Barr will formalise Glaxo's position in the States for investors, who will become more direct shareholders.

US interest in the company's shares has increased over recent years — it now accounts for 14 per cent of their equity — but only in the form of American Depository Receipts which are unsponsored and traded over the counter.

Glaxo's largest single subsidiary, Glaxo Inc, is in the States, and the company is currently building up its research facilities there.

Kodak move back into picture

Eastman Kodak's massive restructuring programme seems to be paying off: the group managed to push its net income up by 13 per cent, to \$374m in 1986.

After suffering a \$194m net loss on \$2.8bn sales in the final quarter of 1985, the group pulled back up to earnings of \$74m on \$3bn sales in 1986's last quarter.

The past year has seen Kodak cutting down on staff and revamping the group organisation, after being knocked back by poor results and defeat in the courts in a patent case brought by Polaroid — which led to the group pulling out of the instant market.

Polaroid themselves have called 1986 an "eventful and gratifying year"; helped by the court victory and the introduction of their Image System. The company's worldwide sales for 1986 were \$1.63bn (1985: \$1.30bn), bringing net earnings of \$103.5m — compared with the previous year's \$36.9m.

Venturing into the Woods

Kingsgrange have spent £4.5m buying the Woods of Windsor toiletries business.

The brand name will be kept on, joining the Kingsgrange stable of Potter & Moore and Jean Sorelle. Kingsgrange chairman Ian Aldred expects the combined group to bring in worldwide sales of nearly £20m.

Smith & Nephew Associated Companies have agreed to sell Smith & Nephew Anchor Inc, a wholly-owned US subsidiary, to two of Anchor's staff for up to \$55m in cash and stock. Anchor make industrial tapes and the move is part of S&N's policy of concentrating on the core healthcare business. The disposal will cut down their borrowings by \$35m.

Wholesale deal: AAH and Ayrton

AAH have announced their plans to take over wholesalers Ayrton Saunders (see C&D last week), and the recommended offers have now been agreed with Ayrton.

The bid from AAH values Ayrton's ordinary shares at about 311p each; and along with their other offers for the company's preference shares, the whole deal values Ayrton at £1.57m. Ayrton's 53-week results for 1985/86 showed a loss before tax and extra items of £85,000 — on £25.4m turnover. Their losses have carried on this year.

After the takeover the wholesalers will carry on operating within AAH's pharmaceutical supplies division — which, Ayrton believe, "will greatly enhance their prospects and enable them to compete more effectively in the market".

AAH had already secured 58.5 per cent of the company's voting interest as C&D went to Press.

Macs quid's in with Lifeline

The revamped Macarthy's first buy is a chain of healthfood shops — picked up for the nominal sum of £1.

Lifecycle Ltd was set up three years ago under the Business Expansion Scheme, and has been trading at a loss. There are 28 outlets and eight franchises under its banner, based in the South from Plymouth to Dover. The latest full year figures for Lifecycle show turnover of about £4.3m to January 31, 1987. Macarthys say they will integrate the business with their retail and wholesale divisions.

Leo merger

The Pharmaceutical Price Regulation Scheme has been blamed for forcing Leo Laboratories and Edwin Burgess to merge their sales forces.

Announcing the move, Leo said it was due to "financial constraints resulting from PPRS restrictions over recent years". There will be some redundancies but all products will still be marketed through the usual channels. Group marketing manager J.W. Kyle will now become the marketing director, in charge of the national set up.

Licence of right must go: NEDO

The Government should be quick to abolish licences of right, says a new pharmaceuticals report by the National Economic Development Office — which also points out the fall in new chemical entities.

Abolishing licences of right, says NEDO, will bring industry protection in the UK up to the level of other EC countries. "At the same time, it is recommended that industry continues its study of the erosion of 'effective patent life', says the report.

The drop in the number of NCEs seen after 1963 is attributed to several factors, including inflation, consumerism, scepticism towards science and technology, declining effective patent life and reimbursement policies.

The pressures for generic prescribing after patent expiry, along with a decreasing patent-protected period of marketing, must mean that research brings in lower rewards, says the report: "The result can only be a raising of the boundary, below which it is not considered worthwhile to undertake research in a given area".

And with pressures for more testing of candidate NCEs, it will become more likely for candidates to be rejected — though not for scientifically valid reasons. The report concludes: "Only the advent of new and more powerful research



Barry Andrews, managing director of Moss Chemists, presents Mrs Shirley Jump with a bouquet and £100 of Marks & Spencer vouchers as winner of the company's assistant of the year competition. Sarah Nesbitt of Janssen Pharmacy Division, who sponsored the evening, looks on

techniques seems likely to be positive, as against a whole range of negative factors".

As for "me-too" medicines, NEDO warns that the restriction of medicines available would have "adverse effects on the practice of medicine, and rate of innovation" — and could push prices up.

The state's desire to control rising costs should not be allowed to cripple the industry's development of new treatments: "Particular attention needs to be paid to means of dealing with those ailments which will not at present provide a reward adequate to cover the work necessary to provide a cure". And at the same time, NEDO urges the government to nurture the "seed corn" in academic and research institutes. *"Pharmaceuticals: Focus on R&D" (£7.50), NEDO, Millbank Tower, Millbank, London SW1P 4QX.*

A reshuffle will follow the line-up: Doug Prentice, currently commercial manager, will be joining Carmen, along with the Krups sales team. Jim Peacock, formerly sales director, will leave Krups to take up a sales management position with another company.

■ Pharmaceutical exports in 1986 made £1,533m — up by 7.4 per cent on 1985 (£1,427m). Imports rose by 15 per cent to £679.4m, but the overall trade surplus rose to £853.2m, compared with £836m in 1985. Commenting on the figures, Dr John Griffin, director of the Association of the British Pharmaceutical Industry, said: "In a year in which the UK trade deficit on all manufactured goods reached £8,680m, the export achievements of the British pharmaceutical industry stand out as an example to all other sectors". The current success was based on research conducted in the 1970s, he added. "If our record of innovation, export and employment in the 1990s is to be as good, the industry must be encouraged to invest adequately in today."

The two faces of Boots

Boots' brand new Childrens World store in Dudley's edge-of-town Merryhill Centre will soon be facing extra competition — from a Boots the Chemists shop.

The company is planning to have a new 40 sq m outlet installed and selling in the centre's mall by March 2nd. And the shop will be carrying a BabyBoots section, just a short walk away from the new 30,000 sq ft children's superstore, which started trading last week. Boots have been playing down the competition element between Childrens World and the established BabyBoots business, saying the High Street shops would be far and different enough from the out-of-town centres. But public relations manager Terry Steel explained: "There will be cases like this, but there will be very, very few instances of the two outlets being within that short distance of each other. Our principal aim is to develop the 350 shops with BabyBoots quite independently, as separate entities in different places".

There is some readymade competition on the site already; Childrens World is next door to a Baby Junction outlet. But a Childrens World spokesman seemed unconcerned. He said the added baby care business would give the centre authority, and claimed there would be plenty of customer traffic to go around.

BabyBoots has been treated to a new look in some High Street shops, with the children's departments being expanded, but this is said to be part of the overall Boots refit (see **Shopfitting** feature, November 16), and not a direct response to the Childrens World business — which is heavily biased towards fashion. Mr Steel pointed out that the fashion element would be reduced in the new pharmacy, and the emphasis given to nappies and other "baby convenience" products.

The store was opened on Saturday, February 21 by Roy Castle. Mr Steel said the store was "crowded out" but could give no trading figures for the day.

Mr Michael Hancock (SDP) has tabled a Parliamentary motion calling on the Government to introduce appropriate regulations requiring all cosmetics to be labelled saying whether or not they have been tested on animals.

In November 1986, chemists and appliance suppliers in Northern Ireland dispensed 1,081,006 prescriptions (670,009 forms) at a gross cost of £5,907,639.11 and an average cost of £5.46.

Carmen take on Krups in UK

Carmen are taking on total responsibility for the Krups business in the UK from next month.

The move comes after disappointing results from the British arm of the firm. Terry Ruby, managing director of Krups (UK), who is taking a new, "international" post within Krups, admitted: "In contrast to the results of Krups worldwide, our business had a less successful year, aggravated by the further weakness of the pound. As a result we decided to re-structure the UK business and seek an association with another key company to give us a stronger base for our business in 1987 and beyond."

The deal comes a year after House of Carmen bought Carmen from Morphy Richards Holdings, and represents the group's first move as part of its expansion.

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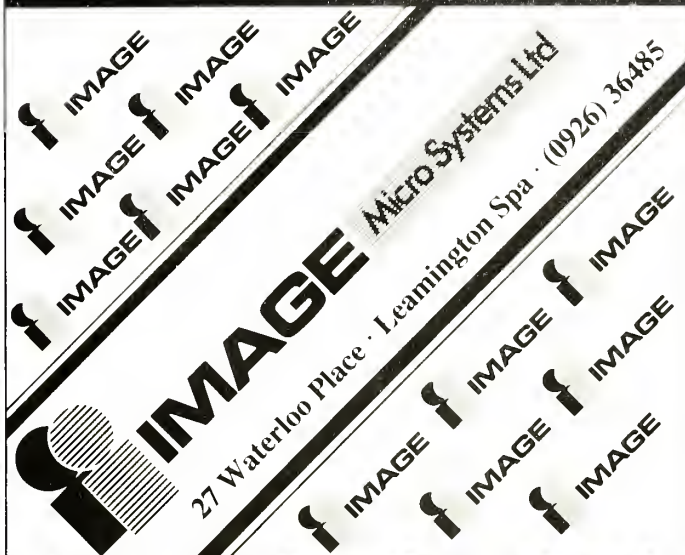
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For the man who has everything...

Pharmacist Peter Green has just bought something no other pharmacist has — a railway signal box that has been keeping him waiting for the last ten years.

Mr Green reckons level crossing gates controlled from the box at Muston, near Filey, North Yorkshire, have delayed him for a total of about four days over the years as he travelled to and from work. Now the box has been replaced by automatic equipment, and he has struck a deal with British Rail to give the box a new home at the Great Yorkshire Railway Preservation Society at Starbeck, near Harrogate.

"We were originally going to use it for our own purposes," Mr Green told *C&D*. "But I have just taken over a business in Malton and have sold the house and now live in a flat above the pharmacy. And there's no room for a signal box in the flat!"

The move to Starbeck means a journey of over 50 miles for the 10 ft sq signal box, which was built in 1910. Mr Green has hired a heavy mobile crane to do the job, which is scheduled for Sunday, March 15, complete with police escort. Holes will be made to take the girders which will lift the box in one piece.

The Great Yorkshire Railway Preservation Society is fairly new, and has its own steam engine, but does not at present have a signal box. "It's my little bit for preservation," Mr Green says.

Seven seas researcher retires

Stuart Reed, deputy chairman of Seven Seas Health Care, retired last week after a 37 year career with the company. His research work into the medical use of fish oils has won acclaim at home and abroad.

He joined British Cod Liver Oils (as the company was then known) in 1952, working as a laboratory assistant. He took a BSc London and became technical manager in the 1960's, managing director and chief executive of Seven Seas in 1975 and deputy chairman in 1983.

The work for which Mr Reed will be best remembered will be the development of a standardized fish oil with a uniform level of eicosapentanoic acid (EPA).



The mayor and mayoress of St Albans, Ron and Barbara Wheeldon, inspect the knick-knacks at Mallinson House, headquarters of the National Pharmaceutical Association, with Tim Astill, NPA director. Mr Wheeldon revealed, during their recent visit, that he had worked in the building before the arrival of the NPA. His old office was, until recently, a computer room, and is now the home of technical officer Colette McCreedy.

Awards galore

Pharmacist Dr Graham Sewell has won two awards for work on treating cancer patients at home with continuous infusion pumps.

Dr Sewell is principal pharmacist (technical services/research) at Royal Devon & Exeter Hospital. He has won the Vestric travel award 1987 and intends to go to University of Kansas at Lawrence and carry out formulation studies to try to reduce to the volume of drug reservoirs used in infusion pumps that cancer patients can use at home.

At the moment studies are being done with pumps that have a drug reservoir of 10-20ml. It may be possible to reduce that to 2ml or less to be used in conjunction with a credit card size pump already in existence in the USA.

To help study the pharmacokinetic profiles of drugs given by continuous infusion, the Northcott Medical Foundation has made a grant of £34,500 to Dr C. Giles Rowland, a consultant oncologist, Dr Sewell and Professor Bryant, professor of molecular biology, of the postgraduate medical school and department of biological sciences at Exeter University. The three men set up the Exeter Oncology Research Group some seven months ago.

So far about 150 patients have been treated at home in the Exeter area. Patients change their own drug reservoirs dispensed by the hospital pharmacy and attend an outpatient clinic once every couple of weeks.

Cussons (UK): Stuart Pyrah is promoted to marketing manager of soap and household products, and John Thornber is promoted to marketing manager of toiletries. They fill the post vacated by Bob Jones who is now with Cussons International.

Vestric, Belfast Branch: Edwin Bleakley is the new manager. He has been acting branch manager since May 1986.



Before his appointment at Vestric, Mr Bleakley gained experience in the wholesale business, during ten years as operations manager for Munster Sims Hardware Ltd in Belfast.

Health Education Authority: The chairman of the reconstituted body will be Sir Brian Bailey, chairman of the old HEC since 1983. He is a former RHA chairman. Miss Ann Burdus, a director of AGB Research plc, and Mr Alistair Service, HEC vice-chairman, are to be designated deputy chairmen.

Golfing round

Pharmacists in East Anglia are invited to join the East Anglian Chemists Golfing Society.

The Society is now entering its fifth season and has a membership of around 70. Six meetings are planned, the first at Thetford on April 29. If interested, reply to John Dunsire at 47 Market Street, Wymon, Norfolk.

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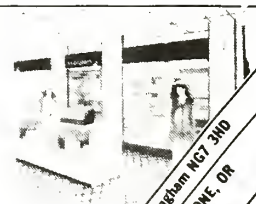
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